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# INTENSIVE SELLING

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# Intensive Selling

A comprehensive analysis of possibilities for increasing profitable sales through supplemental direct advertising methods—especially under present war-time conditions—by taking advantage of available distribution—based on definite tests—supplemented by the experiences of many advertisers.

BY

FLINT MCNAUGHTON



47974  
SELLING AID  
CHICAGO

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*by*  
Flint McNaughton

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Second Edition  
1919

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## PART ONE

POSSIBILITIES FOR INCREASING SALES  
THROUGH INTENSIVE DIRECT  
ADVERTISING

The business world is awakening under the present condition of intensive readjustment, to the possibilities of direct advertising as one of the mightiest influences in selling. The power of printed salesmanship to stimulate demand direct can be applied by any selling business. It is the one method that can be used by all advertisers, applying as advantageously to the requirements of the smallest advertiser as to the largest.

Direct advertising  
immense  
sales aid

It is estimated that over \$930,000,000 is spent each year in the United States for advertising. Direct advertising now ranks first in importance in the list of the various kinds of advertising as indicated by the estimates that follow.

The following is an estimate as to the annual advertising expenditures in the United States for the various kinds and mediums of advertising. These figures are based on an estimate made in 1915 by *Printer's Ink*, and supplemented by later information from various sources.

Direct advertising (circulars, form letters, enclosures, house organs, etc.) .....	\$420,000,000
Display advertising (display and general) .....	270,000,000
Farm and mail order.....	75,000,000

Estimate of  
totals paid  
for different  
kinds of  
advertising

Don. Summer Session, 1922 BM 2-17-28

## INTENSIVE SELLING

Magazine advertising .....	70,000,000
Novelty .....	30,000,000
Billposting .....	30,000,000
Outdoor, electric signs.....	24,000,000
Demonstration and sampling.....	18,000,000
Street car advertising.....	10,000,000
Theatre programs, curtain, etc.....	5,000,000
Distributing .....	4,000,000

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\$930,000,000

Estimated  
totals spent for  
direct advertising  
based on group  
expenditures

The following estimate as to money invested yearly in the United States in direct advertising, made after careful investigation and analysis, seems conservative:

"The nearest approximate figures that we have been able to arrive at in our analysis is as follows:

39,000 manufacturers in the United States of high ratings, including all national advertisers who are manufacturers, spending on an average of \$5,000 a year in direct advertising gives a total of.....	\$195,000,000
100,000 manufacturers in the United States, not including the above 39,000, spending on an average of \$500 a year for direct advertising .....	50,000,000
40,000 wholesalers and jobbers, spending on the average of \$500 a year in direct advertising.....	20,000,000
1,500,000 retail merchants and trades people in the United States, averaging approximately \$50 each year in direct advertising.....	75,000,000
100,000 miscellaneous lines of business not classified above, including banks, real estate agents, brokers, commission houses, public service companies, insurance companies, land companies, selling agents, trade and business associations, investment com-	



panies, etc., estimated average spent in direct advertising every year is \$500 each.....	50,000,000
600 mail order houses in the United States, average amount spent annually, \$50,000 (approximately)..	40,000,000
2,500 leading department stores spending on an average \$5,000 a year .....	12,500,000

Total spent for direct advertising yearly .....\$422,500,000

"We believe these figures are conservative, as the amount of direct advertising is steadily increasing and will further increase.

"The amount spent by the United States government is not taken into consideration. This is an immense item in itself."<sup>1</sup>

As a manufactured product, direct advertising is an important part of the in-

<sup>1</sup>Homer J. Buckley—estimate of present approximate totals in direct advertising in 1918.

Every advertiser should strive to get the biggest possible value from every dollar spent in advertising.

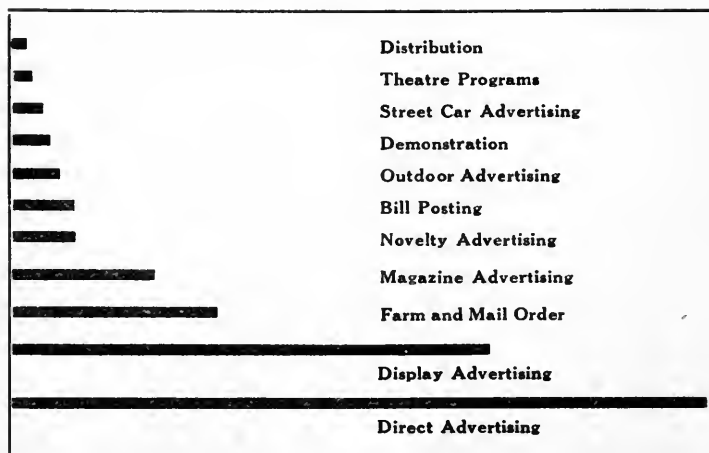


Diagram showing relative totals spent for different kinds of advertising, based on estimates.

Total dividends  
returned from  
direct advertising  
tremendous

dustry that ranks sixth in the United States in volume of business.

It is estimated by the United States census report for 1914 that there were 31,612 printing establishments in the United States in 1914. These represented an investment in plants, machinery and other equipments of \$588,345,708, employed 388,466 people at an annual wage of \$268,086,431, and turned out printed products to the value of \$810,508,111. The census report figures are valuable in indicating the rapid growth of the industry and the increasing importance of direct advertising, but the figures are suggestive rather than complete.

As large as the amount annually invested in direct advertising is, however, it is insignificant compared to the total dividends returned to advertisers by the investment.

Further figures  
showing  
importance of  
direct advertising

A further indication of the importance of direct advertising to manufacturers alone can be appreciated when we consider that there are today some 140,000 manufacturers in the United States. Of these, selling conditions permit not more than 40,000 to make use of the force of national publicity to the consumer. This means that fully 100,000 must depend upon direct advertising or trade paper publicity for stimulating their business through advertising.

Competition is constantly forcing business to operate with greater efficiency in developing sales and in lowering the cost of selling. This is making it more vitally important that every business should in-

tensively apply direct advertising methods wherever possible in the highly competitive battle for business.

The possibilities for increasing business through direct advertising are suggested in the Standards of Practice adopted by the Direct Advertising Departmental of the Associated Advertising Clubs of the World at the Toronto Convention in 1914:

Standards of  
practice for  
direct advertisers

"Every advertising manager or business executive in charge of merchandising establishments, also every advertising counselor, in dealing with his clients, should dedicate his best efforts to making truthful direct advertising an efficient aid to business and should pledge himself:

1: To study carefully his proposition and his field to find out what kind of advertising applies. The reason for every advertising failure is that the right kind of advertising and its proper application for the particular product and market were not used. The only forms of advertising which are best for any purpose are those which produce the most profit.

Decide where  
direct advertising  
is best—and  
use it there

2: To bring direct advertising to the attention of concerns who have never realized its possibilities. Many concerns do not advertise because they do not know that advertising can be started at small expense. They confuse advertising with expensive campaigns and hesitate to compete with others already doing general publicity.

3: To determine the different ways in which direct advertising can be used effectively to supplement other forms of advertising and to study the other forms used that the direct advertising may become a component part of the entire publicity plan.

Plans for  
making direct  
advertising  
efficient aid  
to business

4: To study the special advantages of Direct Advertising, such as individuality, privacy of plan, facility for accompanying with the advertisement, samples, postals, return envelopes, inquiry or order blanks,

ability to reach special groups or places, personal control of advertising, up to the minute in mailing, and other recognized advantages.

5: To strengthen the bond between manufacturer and dealer by encouraging the manufacturer to prepare direct advertising matter for the dealer, so well printed with his name, address and business card as to make the dealer glad to distribute it, provided always that the cost of special imprinting is in proportion to the benefits to be derived.

6: To take advantage of the opportunity to test out letters and literature on a portion of a list before sending them out to the entire list. Wherever it is possible to approximate in advance his returns from his advertising he has made his advertising more efficient. Direct advertising makes this possible. Testing out direct advertising returns in advance does much to remove the element of chance.

7: To consider inquiries as valuable only when they can be turned into sales. An inquiry is a means to an end—not an end in itself. The disposition to consider cost per inquiry instead of cost per sale has led many a firm to false analysis.

8: To give the mailing list proper importance. Many advertisers use poorly prepared lists, which are compiled in a careless, haphazard manner, and never take the trouble to check them or expand them. Mailing lists should be constantly revised. Poor lists and old lists cost money in two ways: one, by missing good prospects, and thereby losing sales, and the other by money spent on useless names.

9: To encourage the use of direct advertising as an educational factor within their organizations with sales forces and dealers. Many concerns have raised their standards of efficiency through the use of letters, house organs, bulletins, mailing cards, folders, etc.

10: To champion direct advertising in the right way. General publicity and direct advertising are two servants of business and each has its place and its work to do. No

Test out mailings  
in advance—  
remove element  
of chance

Good mailing  
lists vital to  
success in direct  
advertising

form of advertising should ever attack another form of advertising as such."

Every firm selling a product or advocating a service to classes or groups of prospects can segregate prospective customers into lists and appeal to these lists by mail, or indirectly, with printed matter. This makes it possible to place an appeal before large lists at nominal cost in a few hours' time.

The appeal to groups instead of to the masses

An analysis of the practical features of direct advertising suggest these ten advantages for advertisers:

1: By using good lists of logical prospects there is practically no waste—each given prospect receives your appeal.

2: You can reach any and all prospects in a field in a few hours' time. Thus you can divide the lists into natural units and go after each unit separately.

3: Your mail advertising can secure business direct or assist the men in the field by doing missionary work.

4: You can get quick action in reaching any given list. Timely advertising can be released at the psychological moment. You can take advantage of opportune market or business conditions or circumstances to advantage.

5: There is an intimate and personal touch in direct appeals—especially in letter mailings—that is an advantage. It "gets under the skin." An advertisement in a publication is a speech to a crowd, a letter or a mailing folder is a talk to one man in his easy chair at home, after dinner, or at his desk during the day.

6: Through the more personal appeal of direct advertising the advertiser can bring to bear a different kind of force than that derived from general advertising; he can hook this up to national, class or trade advertising in many ways.

Ten advantages of direct advertising

7: Your sales strategy is hidden from competitors. You don't have to show your hand.

8: It permits you to key results. There is no big element of gamble when proper tests are made and results noted. Direct advertising has the one great advantage of remaining under the eye of the one for whom it is working. He can watch it, train it, develop it intelligently. Its operations are visible when properly systematized.

9: You can get prompt action under the most favorable conditions—your proposition is placed in the hands of your prospect, with order blank, return envelope, postcard or other means of reply.

10: Most important of all perhaps, you can build up an intimate, personal acquaintance and good will among your prospects and customers, of immeasurable value, and at less expense than by any other means.

Direct advertising can be applied in many ways. Customers and prospects may be appealed to as often as may be desired. Any territory may be combed for orders or inquiries. Through direct advertising the sales force can be enthused and helped. This method of selling can be employed in securing "leads" to be followed up and sold later, or to influence the favor of the list, to develop good will of the trade, or to promote greater efficiency in co-operative action.

One of the most important and profitable applications of direct advertising is to secure orders direct. The catalogue and literature is sent out and an order is solicited by mail. The great mail order houses of the country have been built up on this principle of selling.

By sending direct advertising in advance of salesmen it is possible to ac-

Direct results  
can be keyed  
and developed

How direct  
advertising  
can be taken  
advantage of  
in selling

quaint the customer with the fact that the salesman will call, and at the same time give the details of the proposition for the customer to be considering.

Paving the way  
for salesmen

Doing this advance work by mail the advertiser enjoys important advantages. The salesman's time can be economized, he can make more calls, sell his customers in less time, and the cost of selling can thus be reduced. The advantages of mail advertising, as a supplement to salesmen is indicated by the following extract, which, while it uses letters as an illustration, can be applied with the same force to other mediums.

"You can cut the high cost of selling goods with the right kind of personal letter advertising.

How direct  
advertising cuts  
cost of selling  
through men

"One company reduced the number of salesman's calls necessary to secure a sale from seven to five, in one year, through the timely use of letters. The figures on which it is based are real figures; they are taken from the records of one of America's largest manufacturers.

"For the company quoted, the cost per call of its salesmen was \$11.23. The cost of a personal letter sent out by its salesmanager was 35 cents. It took thirty-two letters to equal the cost of one salesman's call. But the concern whose figures we quote did not send out thirty-two letters: it averaged but three for each of its salesmen.

"During the year previous, when practically no letters were written, the salesmen averaged one order in seven calls. During the past year, since the adoption of the letter policy, the salesmen have been able to secure one order in every five calls."<sup>1</sup>

Letters supple-  
menting salesmen  
permitted a sale  
to be made in five  
calls instead  
of seven

Another wholesale house found that by supplementing its salesmen with

<sup>1</sup>"Backing up your Salesmen," booklet issued by Hampshire Paper Co., South Hadley Falls, Mass.

catalogues and devices for convenient ordering of requirements, they were able, in five years' time, to increase the volume of their business 25 per cent.

Using catalog to supplement work of salesmen

"Until we made a determined effort to build our business we never realized how much trade we were losing," said the sales manager of a large wholesale house. "We had always assumed that our big force of traveling salesmen—150 of them—covered the field thoroughly. Now we know that many an order was placed elsewhere between the salesmen's calls.

"We began by issuing a new catalog—one modeled on the lines of those in the big retail mail order houses—with every device included for making easy the placing of orders. Perforated pages of postcards were bound in the book; sheaves of order blanks were included.

"Then we assailed the problem of securing the cooperation of our salesmen. We explained that our plan was to obtain more sales from each customer, and this, logically, would increase the commissions of each man.

How direct advertising supplementing salesmen increased volume of business 25%

"Between calls, your customers are inclined to place orders with competitors, we argued. Persuade them to use the catalog and you'll find many commissions credited to you for sales you never worked for." This made a strong impression.

"Our aggressive campaign for mail orders has achieved several good results. Not only has it increased our gross sales over 25 per cent, but it has added stability to our business—centralized it at the home office, and weakened the salesmen's personal control of a territory."<sup>1</sup>

"Many manufacturers and wholesalers are using the mails more and more in moving volume of goods among retailers. Their men seldom call back every couple of weeks—frequently not once in every three months—

<sup>1</sup>*New York World*: "Supplementing Salesmen's Efforts Through Mail," by H. J. Barrett.



and retailers develop needs when salesmen are not on the scene to take orders.

"As John Allen Murphy, a retailer, says in *Printer's Ink*: 'Modern merchandising almost compels the retailer to do a great deal of his merchandising by mail. The mail order method of purchasing has developed among retailers almost as much as among consumers, but in the case of retailers it is more of a necessity. The retailer who wants to keep up his variety and keep down his stock is obliged to order a great deal by mail—between the calls of salesmen there should flow a constant stream of mail orders.'"<sup>1</sup>

Direct advertising  
used in winning  
more orders from  
retailers

The first list of potential value in the established business is the list of customers from whom further business is desired. It is advisable to keep before customers continually with literature suggesting desirable goods and urging an order or an investigation of the proposition advertised. There is a natural bond of intimacy between a progressive house and its satisfied customers, and it usually is possible to take profitable advantage of this through direct advertising.

Lists of customers  
first logical list  
for advertisers

The possibilities of direct advertising as a means of educating and selling prospects is well known. Nearly all manufacturers, wholesalers, and to a large extent, retailers, sell goods to certain easily segregated classes of industry or to known legitimate prospects. Such lines of business or known prospects can be listed and appealed to direct by mail at a cost of a few cents for each name on the list. An enclosed order blank, a return postcard or coupon, along with the letter or literature, may serve to bring

Prospects easily  
listed and appealed  
to direct

<sup>1</sup>*Ideas*: No. 35, by Flint McNaughton.

back the orders or inquiries for further particulars or prices.

Direct advertising methods are being made use of by manufacturers and wholesalers to secure market information and facts on which to base economical selling plans, as described in the following instance:

Getting specific buying information through which a list of known prospects can be built

"The manufacturer of a dress fabric was considering advertising, but as his goods were sold through jobbers who sold through the country, he had no way of telling just who his retailers were, where they were or in what part of the country they were strongest.

"He appropriated a certain sum for advertising, but decided to devote the greater amount to research work.

"His investigations showed some 8,500 dealers in the United States who were highly enough rated and properly located to handle the fabrics.

"He addressed a letter to these dealers telling of the approaching campaign, enclosing a large sample of the fabric and a stamped return postcard containing two notations for the dealer to check, namely: 'I handle your product and I would like to obtain free co-operative advertising service,' and 'I do not handle your product but would like to receive samples and list of jobbers handling them.'

"Of the 8,500 circulars sent out, 4,000 replies were received, 2,500 saying they carried some of the fabrics and 1,500 requesting samples and list of jobbers. While the former did not represent all the dealers handling the line, it gave the manufacturers a working nucleus.

"The 1,500 dealers were followed up to induce them to order goods from their jobbers and the other 2,500 were urged to carry and maintain complete stocks."<sup>1</sup>

Follow-ups used to turn lists into business

When manufacturers distribute their

<sup>1</sup>Advertising & Selling: "Finding out how Jobbers Feel."

products through dealers it is to advantage to interest the dealers in their line and assist them in every way possible in increasing sale for their goods. This can be done in many ways—by devising practical selling plans which the dealer can co-operate in carrying out, by supplying window trims, signs, display racks, literature to be sent to lists of dealers' customers, newspaper electrotypes, booklets, enclosures and "schemes" for local selling.

In connection with literature sent out to lists of customers' prospects, dealers and salesmen, it is important that a selling plan be provided, of which each mailing is a unit or part. A properly prepared plan ties up each mailing to the others, making each a cog in the machinery of influencing the list. A series of letters or mailings of any character, prepared and designed to be sent out to lists at predetermined intervals, usually fifteen or thirty days, is known as a "follow-up" system. These systems are extremely effective in accomplishing important work of sales influence and education in a way which reduces labor in the advertiser's sales or advertising department to the minimum.

Direct advertising affords an opportunity to the advertiser for taking advantage of other kinds of advertising. There are many ways in which direct advertising can be applied as an auxiliary means for furthering co-operation.

When an advertiser who distributes through dealers spends money for na-

Selling plan important as the foundation for success in a direct advertising campaign

Strengthening many kinds of publicity by direct advertising "hook-up"

tional, trade paper or display advertising it is to advantage to circularize dealers and explain the advertising plans, send proofs of advertisements, and point out where it is to advantage of the dealer to co-operate in getting the greatest possible benefit from the advertising.

"Selling" national  
advertising to the  
dealer direct  
by mail

Letters, with proofs of local newspaper consumer - influencing advertising, are often sent to dealers, outlining the advertising plans and urging dealers to be prepared to intelligently meet the demand that the newspaper advertising develops.

Supplementing  
street car  
campaigns

The effect of a street car advertising campaign can be benefited through direct advertising in which attention of dealers is called to car cards which will be used. Such a campaign enables dealers and jobbers to keep advised as to street car advertising plans and permits them to intelligently take full advantage of consumer interest which street car publicity develops.

Winning interest  
of jobbers and  
their salesmen

When direct advertising campaigns are carried on to dealers, or when national advertising or trade paper advertising is done, it is well to keep jobbers who handle the goods advised as to what effort is being made by the manufacturer to influence the consumer to ask for the goods, and as to what measures are being taken to hook the dealer up in the campaign. In this book this problem is considered from many angles, especially as it applies to one important phase of direct advertising.

A method of advertising for which

business in the United States spends over \$420,000,000 a year merits the most exhaustive study by every executive. An increase in efficiency in this kind of advertising means an increase in profits.

In the volume of direct advertising done during the past decade, investigations have been made, results have been keyed, and watched and recorded, tests have been carried out, theories have been demonstrated. The problem of direct advertising confronting thoughtful advertisers has been viewed from varied angles and definite conclusions reached.

In this brief outline of the subject of direct advertising space has permitted us to merely touch lightly upon the important channels which afford opportunity for advertisers to increase sales. Each phase of this subject is deserving of intensive thought and constructive development.

One important and neglected medium of direct advertising is considered especially in the following sections. The subject of *enclosures*, in their many forms and practical applications for stimulating sales is worthy of intensive study in any business. In this book an analysis of the sales possibilities of enclosures is made, the vital features that count in enclosure successes are pointed out and scores of practical, proven ideas are suggested for adaptation and effective use in all lines of business and under all kinds of selling conditions.

Intensive selling plans worthy of the most careful study

Facts gleaned from costly experience presented on the following pages

Sales-influencing possibilities of enclosures as an advertising medium

## PART TWO

### HOW ENCLOSURES ARE APPLIED IN INTENSIVELY INCREASING SALES

Where one man's  
eyes were opened  
to value of  
enclosures

A manufacturer of a line of metal specialties picked a printed enclosure from an envelope that bore a business letter to him. The message on the enclosure caught his interest. The enclosure opened the door to business; it delivered its message in the executive's office when salesmen sat patiently in the outer office waiting an interview.

This man was impressed with the idea of advertising his own firm's products through enclosures with letters. An investigation showed that several hundred letters went out of his office daily, besides invoices and statements. At least ninety percent went to logical prospects for products sold by the firm. There were eleven agents controlling territory: most of these reported they were in position to make profitable use of quantities of good enclosures every month.

How he put the  
idea to work in  
his business

The firm's list of dealers were checked over and a letter was sent to each asking how many enclosures could be given judicious distribution. The response was encouraging.

Part of the firm's line was handled by jobbers. The distribution of sales-winning arguments through jobber's corre-

spondence afforded another medium of productive distribution.

A series of enclosures was carefully prepared and given systematic distribution. The sales influence that developed—direct returns as well as indirect—demonstrated that advertising through enclosures pays.

This medium of direct advertising, too little recognized and vastly misused, is known variously as enclosures, inserts, package slips and envelope “stuffers.”

Enclosures—an effective medium for aiding sales

Enclosures are small advertisements in the shape of booklets, leaflets, folded circulars or simple slips of paper stock to be given distribution in many available ways.

No other medium of direct advertising can be applied to so many channels as enclosures. The *distribution costs nothing* as it already exists, whether it is used or not. This reduces the cost of enclosure advertising to practically the expense of printing. Further than this, it is often possible, by efficient management and forethought, to reduce the cost of printing to merely the mechanical cost of set-up and makeready.

Distribution available whether it is used or not

“When we consider the subtle and far-reaching distribution possible for enclosures, and against this, the relatively insignificant cost for printing, it is surprising that this selling influence is not taken advantage of a great deal more than it is. But recognition of this well-worth-while possibility is becoming apparent. Some firms systematically map out the year’s enclosure campaign just as they plan their mailing folders in series.”<sup>1</sup>

<sup>1</sup>*Judicious Advertising*: “Making Printed Enclosures a Selling Influence,” by Flint McNaughton.

Where enclosures  
can be given  
distribution

The distribution that can properly be given enclosures varies with the conditions of the business and with the class of prospects appealed to. Enclosures may be inserted in outgoing envelopes, with correspondence, form letters, follow-up letters, with invoices and statements. They can be used to advantage as supplements with follow-up letters, bearing a part of the burden of telling the sales story to the prospect.

"A good percent of the letters mailed out by manufacturers go to prospective buyers of their products; every letter affords free distribution of interest-awakening printed matter. This sort of printed matter is simple and inexpensive; it demands but a twist of the wrist for the office boy or stenographer to slip an enclosure in the envelope with the outgoing letter."<sup>1</sup>

Ways of using  
enclosures to  
attract business  
and increase sales

Advertisers are applying enclosures in numberless ways to stimulate sales by carrying information and selling suggestions to groups of prospects. Successful advertisers who reach consumers through national advertising and sell through dealers adopt methods for keeping dealers informed as to national and trade paper advertising. By doing this they get greater value from such publicity. Enclosures are effective mediums for accomplishing this at minimum cost.

Keeping dealers  
informed as to  
advertising

The most common application of enclosures is found in direct selling propositions when the advertiser is appealing to a given list for business.

In order to illustrate the sales influence of enclosures there is no better way,

<sup>1</sup>*Ideas*: No. 16, by Flint McNaughton.



perhaps, than to relate instances of their profitable use as applied to many selling conditions and lines of business.

An advertising manager, upon analyzing conditions in connection with a firm with which he was connected, discovered that in a large correspondence, with bills going out daily, statements monthly, and even with follow-up letters—the envelopes bore no printed enclosures.

How one advertiser systematically used enclosures to stimulate sales

He selected a series of strong sales arguments regarding products that his company manufactured and apportioned his list of subjects over twelve months of the year. Then he prepared a series of twelve enclosures in which the selected features or subjects were exploited in copy and by illustrations.

They were released and distributed at thirty-day intervals during the year. Every out-going envelope spoke through its enclosure. Limited quantities were supplied to dealers. The travelers used them.

Frequent orders were traceable to the enclosures. One inquiry resulted in a connection that netted the house more in profit during the year's time than the entire cost of producing the enclosures.

A sales agent for garments found himself carrying a considerable stock of tan waterproof ulsters of a character especially suitable for the use of professional men. In connection with letters advertising a similar black waterproof garment to clergymen who had formerly bought garments, an enclosure was sent,

Stock of raincoats sold through enclosures

Results  
astonished the  
advertiser

carrying a sample of the tan material, and requesting the recipient of the letter to pass the enclosure along to some professional friend. The enclosure described the garments and listed them at a very moderate price, with the privilege of ten-day inspection.

The result was that the stock, which had been occupying shelf-space for



**What Are You Putting Under Your Postage Money?**

—do you insert under the flap of your envelopes and then seal the flap  
—will you not leverage the 10c rate monthly to put you down

**Buckley, Dement & Co**  
Mail Advertising Service  
501 South Clark Street  
CHICAGO

**P**PRICE is one of the elements that goes to determine values just one

- Quality and service are just as real elements of value as price
- Ability to sell, appearance, like all the elements make the sum of value
- Price should first demonstrate aptness to meet important things
- Know whether or not value is high and then you will know whether price is right
- Our pricing is distinguished for all that makes high value. We are anxious to demonstrate it to you, and will send a map to you any time. Please call us.

**W P D N C O**  
Catalog, Circular, Folder and Commercial Printing  
729 S. LA SALLE ST. Phone MA 1200  
CHICAGO

*The*  
**August Shoe Sale**  
*1917*



*is a Month-long Event at*

**Carson Pirie & Scott's Company**

**Bennett's**  
**ELASTIGUM**

**A TOUGH, ELASTIC ADHESIVE CEMENT**

The **Bennett** Company

*How to keep busy and make money when new construction is at a stand-still*

**DO YOU WANT PROOFS**



**BUCKLEY, DEMENT & COMPANY**

Typical specimens of folder enclosures—originals usually printed in two colors. This type of enclosure is made up of stock folded one or more times, and cut in suitable size to be conveniently inserted in correspondence envelopes.

weeks, was almost entirely sold, at the nominal cost of the printing and the samples, within fifteen days.

"Enclosures are made to serve a double purpose for one automobile manufacturer. They are issued frequently and given distribution through outgoing envelopes from the home office. They are sent to branches and dealers in quantities agreed upon and distributed through envelopes, in show rooms and in other ways. A good distribution can be counted upon and the enclosures serve a double purpose of spreading the selling features of the company's products and helping the dealers in influencing their prospects.

An enclosure plan used by an auto manufacturer

"These enclosures are explanations of selling features. For instance, one will explain the steering gear, another points out the strength in frames, another treats of steels. These help dealers in following up their prospects. One feature in favor of these enclosures is that they are brief, and are read easily."<sup>1</sup>

In the early days of Sears, Roebuck & Co., the mail order house, Mr. Sears had 4,000 couches to dispose of and he decided to send out in an edition of catalogues a small four-page enclosure describing and illustrating them and featuring them at an attractive price. After the couch advertisement was in print it was found that the fourth page of the folder prepared was blank.

How an insert in a catalog sold out two stocks

An associate suggested printing an advertisement of a cheap dictionary on that page and the idea was approved. One hundred thousand enclosures were distributed in the catalogues. This advertising, the cost of which was entirely

<sup>1</sup>*Judicious Advertising*: "Making Printed Enclosures a Selling Influence," by Flint McNaughton.

Stock of used tires moved through enclosures inserted in envelopes

printing, sold the entire stock of couches and the entire edition of the dictionaries.

An automobile manufacturer found enclosures effective in closing out a stock of used tires. A considerable stock of tires had accumulated in a branch house—all in excellent condition—but second hand. They wanted to move the tires and were willing to sell them at very low prices—prices that were very exceptional considering their actual value.

A plain type enclosure was printed in one color and the enclosures were inserted in outgoing envelopes, with statements and invoices, and sent to dealers for distribution. This resulted directly in a number of sales.

How a telephone company intensively stimulates business

How enclosures are systematically used as the logical medium of keeping sales suggestions before the field is told by an advertising executive of the New York Telephone Company.

Advantage taken of monthly envelope distribution—enclosures used

"Most of you are reasonably familiar with the fact that our statements are rendered monthly. In Buffalo are prepared in the neighborhood of eighty thousand statements a month. It has always seemed too good an opportunity for the distribution of advertising literature to be overlooked. We have attempted to systematize such usage.

"We also use enclosures with correspondence. Every letter to a prospective subscriber or a subscriber must contain some piece of advertising literature.

"Judgment is used in selecting such literature. Letters to business houses contain business circulars only, and in like manner, letters to home folks contain homey literature. While the placing of enclosures in with correspondence has been followed with considerable suc-

cess the biggest thing in our habits of making double use of the postage stamp lies in the use of mailing with our monthly statements.

"We do not work in a haphazard way. Each year the advertising men from the different divisions of our company throughout the State get together early in the spring and set a schedule of enclosures to be used for the succeeding twelve months. It will be easily understood what a valuable means this method gives us of making any general announcements to our customers.

"We make a practice of giving our customers a little rest now and then for perhaps two months or three months. It has always seemed to us in so doing that we insure their gratitude. From the amount of comment developed after the use of some attractive circular, after a vacation of two or three months, we believe we are justified in our opinion.

Periodical  
"lay-off" to  
get better effect  
from enclosures

"There are one or two seasonable pieces of literature that can be relied on, however, and our customers reach the frame of mind where they actually expect it, and feel abused if they don't get it. One instance, in our own line of business, is in the use on the first of March each year of what we know as our "Three Months at a Glance Calendars." We have used this type of calendar for three years. During January and February we have many requests as to when our calendars are going to be ready."<sup>1</sup>

A banker had prepared a series of three enclosures for his several departments—savings accounts, commercial banking, trust department and safe deposit vaults. He also featured in enclosures special services, such as certificates of deposit and the strength and construction of the vaults.

A banker's plan—  
typical of applica-  
tion in every line

The campaign presented the bank's proposition in a highly attractive manner. A schedule of distribution was arranged

<sup>1</sup>Geo. W. Billings, Address at Buffalo Ad Club.

—saving enclosures went out to commercial accounts; safe deposit enclosures reached savings, commercial and trust accounts. An immediate response was felt in each department, and the year's campaign resulted very satisfactorily. This new business was intensive and the enclosure method of advertising permitted new business to be secured easily at a very moderate cost.

Seeking "leads"  
for business  
through  
enclosures

Enclosures are made use of in many ways to interest prospects in coming into the store, sending for a sample order or doing some specific thing that will give the advertiser an advantage in eventually making a sale.

Human nature is susceptible to flattery and everyone is attracted by opportunities of securing something for nothing. Basing the appeal on these psychological conditions, advertisers make use of a card, usually enclosed with a letter, offering the bearer some special advantage, favor or courtesy.

The proprietor of a summer garden sent out cards to selected lists, with the name of the prospect written in ink, granting the privilege of free entrance to the park for a specified time. In this way many strangers were induced to visit the park for the first time, and undoubted future patronage secured.

Inducing quick  
payments through  
enclosures

A large concern makes excellent use of an enclosure in collections. Mindful of the fact that the usual "two per cent ten days" clause, printed on a billhead is so common that its full meaning is often overlooked, they have devised a yellow

sticker upon which is printed in red ink: "This invoice is subject to a discount of two per cent if paid within ten days from date. Two per cent ten days is equivalent to thirty-six per cent a year."

"A good way to insure your catalog or booklet being read or at least given attention is to send out a letter with it, calling particular attention to some specific part of the booklet. A paragraph like this: 'On page 36-37 of this booklet you will find information of particular value to you—of particular helpfulness to your business.' Then the pages mentioned in the letter should be marked right in the booklet with a heavy colored pencil."<sup>1</sup>

Methods for getting prospects to read your literature

"I know one stock-selling proposition where we wrote a man, and instead of sending him the usual follow-up letter we took a pink slip and said: 'Dear Mr. Jones: On such and such a day we sent you the attached letter. It evidently has escaped your attention.' A little memorandum and that pink slip attached to the so-called carbon copy of the letter brought a larger percentage of results than a new follow-up letter written to another list."<sup>2</sup>

An enclosure idea that paid better than a letter

A financial house, offering its stock on a special occasion on a limited time payment basis, used an enclosure to present their proposition in an effective manner. When the statement of arrangements of payment to suit the convenience of the buyer was made in a letter the effect was not satisfactory. The desire was to adopt some means that would bring out the special time payment inducement in a more striking and conspicuous manner.

In order to accomplish this an enclosure was prepared to accompany the letter. The enclosure was a simple slip of yellow stock on which was reproduced in

Using enclosures to spur prospects to action


<sup>1</sup>Norman Lewis: Address at A. A. C. of W. at Chicago.

<sup>2</sup>Homer H. Buckley: Address at A. A. C. of W., Toronto.

## INTENSIVE SELLING

imitation of typewriting, the following memorandum:

"Confidential: One of our good friends in the rubber trade said yesterday: "I am loaded up with tires, bought before the last price raise, and the cold weather during April and May has made sales slow. I want to come in for a few shares, but would like more time on my second payment, say half of it in July and half in August—how about it?" This condition may be holding you back. If it is we will arrange the second payment to suit your convenience. Let us know." (Signed in ink by the Treasurer.)



Send to \_\_\_\_\_

**1¢ DISCOUNT 2¢**  
PER POUND 2¢

IMPORTANT: Inside the enclosed envelope are confidential quotations on our latest rubber tires—1½¢ to 2¢ per pound below others—plus I am making this sharp reduction because I want most urgently to secure one year's pleasure and comfort returns. **ENCL. 3 BRACH**

**GOOD UNTIL**  
**JUNE 30**

**LAST CALL --**  
**DON'T MISS IT THIS TIME**

For some reason you overlooked this offer made to you recently. It is so very much to your advantage that we are again submitting it for your earnest consideration and shall watch the mails for your acceptance no or before **MAY 27 1934**.

**PUTZ & MACHALL'S COMPANY.**

"I consider that I have been a hundred times more fortunate than you can the investor find in a gold mine and make \$1,000 out of it" writes one grateful patron.

BRACH DEALERS BUY DIRECT AND SAVE THE JOBBER'S PROFIT!		
<b><u>COSTS YOU</u></b>	<b><u>YOU MAKE</u></b>	<b><u>YOUR PROFIT</u></b>
<b>\$1320</b>	<b>\$320</b>	<b>\$1180</b>
<small>Same as the Jobber!</small>	<small>By Buying Direct!</small>	<small>Retail Value of this Shipment is \$25.00</small>

1  
—  
4

**OFF LIST!**

Positively Not Good After Jan. 30

**This Special Discount of One Quarter Cent (¼¢) off our entire line—excepting "Specials" which are already marked down to cost—is allowed to all Preferred Buyers who mail in their orders immediately on receipt of this advance notice.**

**E. J. BRACH & SONS**

CONFIDENTIAL

One of our good friends in the rubber trade said yesterday: "I am loaded up with tires, bought before the last price raise, and the cold weather during April and May has made sales slow. I want to come in for a few shares, but would like more time on my second payment, say half of it in July and half in August—how about it?" This condition may be holding you back. If it is, Mr. Deane will arrange the second payment to suit your convenience.

Let us know.

DOVER RUBBER COMPANY

Treasurer.

Examples of enclosures designed to force the prospect to quick action. These enclosures are often pinned or tipped onto other literature. Calling attention to the special features of the offer, or emphasizing the limited time price made, this type of enclosure is found very effective when properly planned and prepared.



A plan tried by sales manager to impress correspondents and to convenience in replying is to enclose a carbon with the letter requiring a reply. A rubber stamp imprint is placed on such carbons, reading: "When replying to the accompanying letter, kindly enclose this carbon copy." This often prompts an immediate answer, and saves going to the files to look up the carbon of the letter sent out. It also allows the correspondent to make the reply briefer.

Using carbon copy as follow-up

Pasters, or gummed enclosures, making special announcements, such as removals or change in location or telephone number can be tipped on a letter in such a way that they obstruct the beginning of the letter and therefore command especial attention because they must be lifted aside before the letter can be read.

Getting publicity through gummed slips and pasters

"In organizations where correspondence is regularly addressed to the company rather than to individuals or departments, some method of identifying letters is necessary in order to give prompt service. A simple method used by one large manufacturer consists of a red gummed sticker about one inch square worded as follows: "Quicker service will be given you if you detach the coupon below and stick it on your reply. This answers letter ..... Dated ..... Dept. .... M. ...."1

Plan for saving time in correspondence

" . . . here is a little device to get attention for its letters of solicitation. It is a gummed label, printed in red and perforated through the middle. The top half reads: 'This is a personally written letter and we thank you for treating it as such. In replying, use the attached.' The lower half bears the inscription: 'Attention of Fred A. Wish, Adv. Mgr.'2

<sup>1</sup>System: "In the Day's Work."

<sup>2</sup>Printers' Ink: "The Little Schoolmaster's Classroom."

Enclosure method  
used by a  
progressive bank  
as means of  
educating public

"A Kansas City banker devised a set of stickers  $4\frac{1}{2}$  by  $1\frac{1}{2}$  inches, one of which is attached to every outgoing letter, as well as to forms and statements that regularly go to his depositors.

"Each strip briefly tells of one of the bank's services. Some of them read as follows:

"'There is no better investment than 6% Farm Loans. The principal is safe and the income certain. Consult our mortgage loan department.'

"'Accumulative savings certificates are a splendid saving feature. Monthly deposits of \$1.07, or more to suit your convenience. 3% compound interest and 2% bonus at date of maturity.'

"'In our great fire and burglar proof vaults we rent safe deposit boxes as low as \$3 per year. On our daily balances of checking accounts we pay 2% interest.'"<sup>1</sup>

Use of cards and  
similar enclosures  
by retailers to  
bring customers  
to the store

Retailers send out similar cards to selected lists of customers inviting them to inspect given lines in advance of the opening of a special sale.

A retailer of musical instruments issued a card offering a book upon request at the store. The card read: "Introducing a member of the family of (blank space for name to be written in). A beautiful book entitled, "Everything Known to Music," will be handed to the person presenting this card. This book contains an illustrated history of every musical instrument in the modern orchestra, besides much other interesting matter. Please present the card in the Piano Department, Third Floor."

Enclosures are used as an aid in facilitating the correspondence department

<sup>1</sup>System: "How to get Bank Depositors."

and to ward off letters of complaint. A publisher sends a notification that the book ordered is being sent by parcel post. In connection with this is an enclosure, bearing the following information: "The book referred to in the enclosed invoice goes to you under separate cover by parcel post. As there have been some complaints recently regarding non-delivery of parcel post matter, we ask you to let us know at once if you do not receive the book within a reasonable time after this letter reaches you. Bear in mind that parcel post packages are not expected to travel as fast as letters. Your postmaster or carrier will tell you about how long it ought to take."

Making enclosures  
conserve  
correspondence

In order to secure requests for their catalogues, a manufacturer sent a sample page of his catalogue to a list of prospective customers. Attached to the sample page was a small printed slip which read: "Sample page taken from our beautifully illustrated Spring Catalogue or Sales Book which we will send you free upon request. For your convenience the usual retail prices are printed under all illustrations on this page. The goods, however, will be billed to you at guaranteed wholesale mill prices."

Selling catalogs  
by showing  
sample page

Using a somewhat similar plan for attracting attention to their catalogue, one mailing concern attaches to their catalogue a slip bearing the following statement: "Memorandum: Give this catalogue a permanent place in your files. You will find it valuable to have handy

Plans for winning  
attention for  
catalogs and  
getting them  
preserved

for ready reference—when you want information. . . . etc.”

In order to introduce literature sent on request and to pave the way for an interested “come-back” an automobile company makes use of an enclosure. It is a small leaflet, printed on one side in type-writer type, and reads in part as follows: “The attached printed matter is mailed you by request. We trust that it will contain at least part of the information that you desire regarding Studebaker Automobiles.

A method for finding out what type of product the inquirer is interested in

“We have other literature that will give you valuable suggestions in the selection of an automobile, and upon return of this slip, indicating type of car in which you are most interested, we shall be glad to send it—without obligation, of course. . . . (Information to be

### Do You Know—

1. What are Taggart's patents based on?
2. What patents were decided by previous litigation?
3. Does the present Taggart legal battle decide the case?
4. In what court will the final appeal be decided?
5. What will happen to designers of Taggart's work?
6. What if a patent anywhere pending were used by Taggart?
7. Is the present fight one of patents Taggart alone or against all present patent holders?
8. Are there done or unissued for consideration as the Taggart patents?
9. Can members of the old D. P. A. join the Debut Mutual Protection Alliance?
10. Can this be a one-time or a few-time organization?
11. What started the movement known as the Debut Mutual Protection Alliance?
12. What progress has been made by the Debut Mutual Protection Alliance?
13. What kind of man are behind the Alliance?

All These Questions Answered in This Pamphlet

This Book Bulletin must be obtained in quantities of 100 or more monthly, with the Book Bulletin's report on book sales. Rate hereon.

**BOOKS OF THE MONTH**  
REPORT & SALES LIST  
 408 South Dearborn Street CHICAGO

**of Lowest Rates**  
 (Order on your monthly bill for 100 or more copies of this Bulletin. 12 copies have been made.)

**Cross-Could**  
Eliminate Your Summer Delinquency

Eliminate Your Summer Delinquency. Create new accounts that you would not have gotten close to, by addressing special mailing lists for your prospects to use.

This sends the extra credit on your own work in addition to the 20% commission on direct mail lists.

*R. M. Oliver*  
 Sales Manager

Return enclosed card for more details.

Types of enclosures designed to induce special attention to the catalog, booklet or other enclosure to which they are attached. These enclosures can be pinned on the cover of the literature or inserted, by a fold, over the first page. They usually play up the features of especial interest in the literature and assure quick consideration.

checked follows and space for name and address follows.)”

As a follow-up, a publisher sends a reprint of his current general advertisement with a slip attached to one corner. The slip reads: “Memorandum for (name of prospective buyer typewritten in). Attached is a proof of an ad that you may have missed. We should like to send you the booklet. Simply sign and mail the postal.” The object, of course, is to induce the prospective buyer to order.

Taking further advantage of general advertising as a follow-up

Another method of getting a reply without effort is described in this extract:

“Want to save time in your follow-up? When you first write your customer have two carbon copies made of your letter. If you don't hear from him in ten days simply take out one of the carbons, paste a sticker on it like the following, and mail to your customer without other remark or enclosure. It saves the time of writing a letter asking why a reply was not received. It saves the customer's time in looking up your first letter.” The sticker should bear this wording: “No Reply Received—the courtesy of an early reply with return of this correspondence will be appreciated.”<sup>1</sup>

Another carbon copy follow-up scheme

A publisher calls attention to forthcoming issues of the publication through poster stamps issued as enclosures with form letters and correspondence during the weeks previous to the closing of forms of the advertising issue.

It has been found advantageous by many houses to distribute enclosures

<sup>1</sup>Schulze: “Making Letters Pay System.”

Poster stamps and  
remittance  
acknowledgment  
enclosures

along with checks sent in payment of bills in the shape of slips of paper bearing thanks or suggesting good will. A check enclosure idea is illustrated by the following:

"This check is yours. Without customers there would be no George H. Morrill Co. Without Geo. H. Morrill Co. you would not have this check. With you boosting we will have more customers and your checks will be increased."

Typical example of  
methods used by  
progressive hotels

Hotels find a valuable means of advertising in enclosures. There are many channels for distribution. Enclosures provide a means for exploiting the finer points of service and expressing commercial politeness that is always in order.

There is real satisfaction in paying your bill at one Chicago hotel, because, with the receipt covering the remittance, a handsomely printed card is enclosed. The card reads: "Hotel LaSalle acknowledges with thanks your remittance, for which receipt is enclosed herewith."

Calendars in  
enclosure form for  
special lists

A variation of the daily calendar idea of keeping before his customers has been found effective by one merchant. To avoid the bulk of the daily calendar and the small figures necessary in the monthly calendar of small size, this merchant encloses with his monthly statements and his house organ, a pad of 3 by 5 sheets, each one containing the calendar for a week. The figures make one row with a blank column under each for notes. This size just fits the daily card file and provides a plan through which the coming week can be instantly

checked up. A couple of lines of copy ties the merchant's name to the calendar.

Advertisers are using enclosure ideas as the basis of follow-ups, dealer-co-operation plans and mediums for bringing inquiries in touch with local dealers and providing manufacturers with a lever for interesting the local dealer. A plan of the latter type is explained here:

Getting better  
dealer-cooperation  
through enclosures

A follow-up device used by successful advertisers. Sent out pinned to an order blank a day or two days after letter is mailed.

MEMO from R. J. HAIGHT, Box 368, CHICAGO

Yesterday when I mailed you that interesting letter, I quite forgot to enclose the order blank. Here it is  
NOV FILL IT IN AND MAIL!

R J HAIGHT

P. S.—What marking device can you get at any such price as the Haverd? Best thing to, it's the finest kind of device you can use

"... this concern makes men's jewelry and advertises a patent shirt stud sold through jewelers. It appreciates that there is no sense in paying good money for inquiries and then letting them go by default, and while shirt studs will not justify a very elaborate follow-up, Larter & Sons work on the theory that a satisfied customer is a good advertisement and spare no effort to make him satisfied. When the inquiry comes in a demonstration stud is sent to the inquirer with a letter. After explaining what the stud is and why it should be bought, the inquirer is told: "If your regular dealer can't supply you, please ask him to write us, or, if you desire you can purchase from the dealer mentioned on the enclosed card, who carries our line."

"This card takes the place of the usual instructions in letters of this kind to 'order from the other dealer.' It gives the inquirer something definite to do. The card reads: 'Jones & Brown, Jewelers, New Haven, Conn. This will introduce to you Robert Cole, who wishes to inspect your stock of Larter studs, links and

Getting the consumer into the store to "hook-up" dealer

vest buttons, and for whom we bespeak every possible consideration. Thanking you in advance for the courtesy, we are, Yours very truly —,"<sup>1</sup>

Valuable publicity  
at low cost for  
special occasions

At times of conventions, important events or special celebrations—even during ordinary buying seasons—manufacturers frequently provide enclosures on which an invitation is extended to customers and prospective buyers who visit the city to take advantage of the opportunity and visit the house. These enclosures can be given distribution in the house organ, in envelopes carrying correspondence, sales letters, invoices and statements. An example of this type of enclosure is reproduced here:

Example of this  
kind of use

"Let Buckie's be your headquarters! Great times will be had in Chicago at the Printers' Session of the Associated Advertising Clubs of the World Convention here June 20th to 24th. It will pay big in new ideas and inspiration to be there. You are cordially invited to make our office your headquarters, to have your mail forwarded in care of us—to see for yourself what genuinely efficient roller and ink making methods are behind the goods bearing our name."

Ways of using  
poster stamps

Poster stamps, as enclosures, are among the most widely applied of all mediums. They can be applied by the advertiser in many ways and passed along to the retailer with definite instructions as to how to use them in his advertising. A good poster stamp, printed in bright or suitable colors, has a

<sup>1</sup>*Printers' Ink:* Follow-ups that Clinch the Inquiry," by Cameron McPherson.





Mail order house  
method for getting  
orders for special  
catalogs

though often sending these in letters and packages. Each of these stamps conveys a definite instruction, based on an illustrated theme. Are you interested in plumbing? Then your eye is caught by a stamp showing a faucet open, with running water, and when you attach that plumbing stamp to any card, letter or order along comes the plumbing catalogue. So with every one of a score or more of lines, each with its poster stamp. It makes it easier for the bona fide patron or prospect to secure definite catalogues giving specific information not found in the general catalogue, yet it implies that you must make use of this stamp. For instance, the general catalogue cannot possibly list and price the full grocery line, but if you are interested in groceries, you'll make use of the poster which shows a collection of food products being handled by a clerk, and by simply pasting on a card, the special grocery list comes to you by return mail."<sup>1</sup>

One manufacturer makes poster stamps the basis of his dealer advertising campaign. Fine drawings, used in national advertising, can be reproduced on a series of poster stamps. Simple enclosures are printed for dealer distribution and the effect of elaborate printing is secured by attaching a poster stamp to the cover. A series of stamps are packed in sets for distribution to school children "collectors."

Poster stamps  
used for winning  
better dealer  
cooperation

Poster stamps, when drawings are suitable, can be attached on the letterhead, as an effective attraction for the eye. A manufacturing jeweler issues poster stamps showing a jeweler seated at a table, busily engaged in repairing. These are used by jewelers on their letterheads to brighten them up—either pasted at the top or in the lower left-

<sup>1</sup>Postage: "Particularizing the Poster Stamp," by Maxwell Drake.

hand corner. "This," says a manufacturer, in his dealer literature, "enables a jeweler to retain the essentials of his official letterhead and still have a highly effective piece of stationery without added expense. The suggestion lingers long after your letter is forgotten—and you know what that means to your store."

In a similar manner poster stamps can be applied to fold-over letters. Instead of the usual  $8\frac{1}{2}$  by 11 sheet, a larger sheet is taken—about  $8\frac{1}{2}$  by 14 inches—and folds the top over to form a  $3\frac{1}{2}$  inch flap on the left to which the poster stamp is affixed. The space under the flap may be devoted to a printed advertisement.

Poster stamps serve excellently as seals for envelopes and packages. They can be used to liven show case signs, to be tipped on windows, to be tipped on advertising matter or placed on the back of the business card. They can be attached to postcards, along with the written messages, given away on "Call Again" cards as souvenirs, attached to blotters, tipped on the corners of bills and statements or inserted in theatre programs in connection with a brief printed advertisement.

Corporations are taking advantage of every avenue of advertising. The Western Union Telegraph Company is sending out enclosures to stockholders, enclosed with the quarter's dividend checks. One of these, signed by the President, says: "The enclosed check is not merely

Giving packages identity and advertising value

Methods used by corporations for gaining cooperation of stockholders

Intensive methods  
being applied to  
large and small  
businesses

a dividend on money invested. It is a reminder that you are one of the owners of this company: that you are concerned in its success. We therefore ask you to assist the management to increase the volume of the Company's business: by forwarding to New York any complaints of the telegraph or cable service or suggestions for their improvement; by talking "Western Union" among your friends and acquaintances. Your active interest and assistance will help to increase the value of your property."

## PART THREE

### MAKING LETTER ADVERTISING MORE EFFECTIVE THROUGH SUPPLE- MENTARY ENCLOSURES

Every letter mailed under first class postage is permitted a maximum weight of one ounce under the carrying stamps. Third class mail is entitled to two ounces for one cent postage. The postage stamps pay for this weight regardless of whether or not it is used. Since letters on heavy stock, together with the envelopes, weigh but a fraction of this permitted weight the envelope can carry a material weight of enclosures without exceeding the prescribed limits.

"The average business letter—even the two sheet one—weighs hardly half an ounce. An envelope with nothing but an invoice or statement enclosed weighs only about a quarter of an ounce. Thus the average business firm is using less than twelve and a half percent of their carrying capacity. *You can make the remaining eighty-seven and a half percent carry your advertising free.*

"Vacant advertising space—the best, too—you are paying for it and letting it go to waste. Put an advertisement in that space in the shape of a snappy booklet. Every advertising bulletin of this kind scores a bull's eye, for it cannot go astray."<sup>1</sup>

An attractive booklet, a striking leaflet or folder, delivered with every letter, invoice and statement, with cartons, in house organs, and placed in packages, assures valuable sales influence, and the distribution costs nothing.

Opportunities for taking advantage of distribution afforded through correspondence envelopes, with invoices, form letters, etc.

Opinions of two authorities

<sup>1</sup>*Impressions*

Where enclosures inserted with letters increased returns from 10% to 52%

Successful advertisers are taking advantage of enclosures as practical mediums for stimulating sales. This is evidenced by the following extract. Whereas letters alone, pulled from 7% to 10%, letters containing enclosures pulled 52%. This intensive sales force, which produced such excellent results in the tailor-to-the-trade line, can be applied to any business.

" . . . a series of enclosures formed an integral part of a definite and well planned sales campaign. Each enclosure had a different design to win a welcome reading, to eliminate monotony, to be interesting and of an educational value. To bait the recipient's attention appropriate cuts were used in some instances. They helped to liven up the enclosures and get them read.

"We had 2,100 dealers on our books. It was at that stage of the season when we were about to distribute new sample lines. Up to that time the house had had considerable difficulty in getting its dealers to acknowledge receipt of samples. The percentage of acknowledgments ran from seven to ten per cent. As it was a matter of vital importance to know whether the samples connected with those dealers who failed to advise, a couple of follow-up letters were usually sent out about ten days apart, and designed to pull the desired information. They seldom 'pulled' very strong.

"The day following the shipment of the new lines we mailed letters to all our dealers to the effect that the new lines were on the way and to be on the lookout for them. A short sales talk regarding the merit of the line was incorporated in the letters. Nothing was said about acknowledging receipt of the samples as *this was left to the enclosure that accompanied each letter.*

"The enclosures were printed on two colors . . . and folded through the center. Upon opening the enclosure the talk read as follows:

Details of the waiting scheme

'Just fill out the attached stamped card, detach it and mail it to us, for it signifies that you have received our samples in good condition. If the express company has failed to effect delivery, then we are just as anxious to know it in order that we may send tracer and locate the outfit for you and place it in your hands promptly.' A stamped return postcard, properly worded for convenient reply, was attached.

"Within two weeks after the lines had been shipped, 1,100 cards came back and they constituted much valuable information. Some dealers expressed themselves as satisfied with the line, others found the prices too high, or the fabrics unsuited for their section of the country. Others said they could not use the samples and were returning them. Others stated the express company had not effected delivery. Out of 2,100, 1,100 dealers *said something*, and the 52 per cent of replies gave the house something to work on.

"A card accompanying the first follow-up brought 15 per cent returns on 1,000 letters.

"For a month we slipped an enclosure into every envelope that left our establishment. It advertised extra trousers with suits. Extra trousers business picked up  $7\frac{1}{2}$  per cent."<sup>1</sup>

It is generally accepted, in theory, that a short letter has a better chance for

<sup>1</sup>*The Mail Bag*: "Gauging the Effectiveness of Envelope Enclosures," by Wm. H. Herring.

Stimulating sales  
of a product  $7\frac{1}{2}$ %  
through an  
enclosure

If you are buying Commercial  
Paper at the present rates, this  
letter will be of interest.

The message herewith is of extreme  
importance to you.  
Read it before laying to one side.  
Or put it in your pocket and review  
it in the quiet of your home to-morrow.  
But read it *J.H.B.*  
August 8. Secretary.

MEMORANDUM FOR Mr. C. A. Credit Men and Office Workers	
By	John School of Accountancy on 8/15/17
HERE ARE 3 CIRCULARS	
ANNOUNCING the opening of the CHICAGO SCHOOL OF ACCOUNTANCY and other high-grade courses for business men. Will you kindly pass these over to your assistants and urge them to attend. (Please post one on your bulletin board.)	
MEMBER - NEXT WEDNESDAY NIGHT	

A form of enclosure that is often especially effective in giving a pleasing personal effect to form letters is the "Memo" slip on which a message is typewritten. Simple slips of stock on which a printed statement appears are often used, though usually less effective.

Short letter safer  
than long letter

commanding attention than a long letter, since less effort is required to read it. Therefore, to gain attention, it is advisable to seek to make letters as brief as practicable—and still to tell the story.

“ . . . the mailing consists of a perfectly processed, three-line letter designed to secure the reading of an enclosed booklet, which, by the way, is the function of most replying-to-inquiries letters. The trouble with so many advertisers is that they insist on putting into the letter a lot of copy which belongs in the enclosure, with the attendant annoyance that both the letter and enclosures lose efficiency.”<sup>1</sup>

A manufacturer of machinery specialties found that it took a long letter to tell his story convincingly. The percentage of inquiries from the necessarily long letters was small to what he believed it should be, judging from past experience. It was his experience in selling another product that his class of prospects read a short letter more readily than they read a long letter, and that a short letter, to his trade, pulled a materially higher percentage of replies.

Short letters devoted to arousing interest—details in enclosures

He had a series of enclosures prepared, illustrating his products with half-tones, and fully describing the application of the product to the particular line of business to which he was appealing. Making use of these enclosures to carry the details of his proposition, he was enabled to cut down his letters to mere interest-arousing introductions planned to secure audiences for his enclosures. The percentage of returns from this series of mailings was more satisfactory.

<sup>1</sup>*Postage*: “In the Day’s Mail,” by Louis Victor Eytinge.



Double spaced letters always pulled better returns for this manufacturer than single spaced letters.

The enclosures prepared for this purpose were used to advantage also, in many other ways. They were used in lieu of the catalogue, distributed in outgoing envelopes, handed out by salesmen and agents, supplied to jobbers for distribution, distributed at the business show, supplied to dealers to distribute.

"It is generally believed that short letters are more effective, when it is possible to make them tell the whole story, than long letters. It is conceded that the chances for reading are better. By using enclosures in connection with letters, to relieve the letters of details and facts, permits the letters to be devoted to the single demand of gaining attention. Frequently the facts of the proposition can be set forth more effectively in printed display which enclosures make possible."<sup>1</sup>

"For any form of solicitation, letters relieved and backed by enclosures, get your proposition deeper into your list than letters telling your whole story alone.

"Beware long letters! They scare readers away. If they can be shortened they should pull better results. Enclosures make this possible."<sup>2</sup>

"The enclosure should complement the letter. The entire communication should be made one harmonious whole. Repetition in the form letter of points fully developed in the printed matter should be avoided, except in rare cases where the letter may swiftly touch on a few of the salient points brought out in the enclosures. In the main, the object of the letter should be to direct attention to the enclosure containing

Advantage should be taken of many ways of distribution

Authorities advocate short letters and supplementary enclosures

<sup>1</sup>Homer J. Buckley, address "Letter Advertising" at Milwaukee.

<sup>2</sup>Postage: "Influencing Sales through Envelope Enclosures," by Flint McNaughton.

the selling talk, or the important features of the communication."<sup>1</sup>

By using enclosures to convey the details—to supplement the letters—it is possible to relieve the letters of details that can be carried in enclosures, and effort in the letters can be directed to arousing interest in the reader.

Enclosures  
accompanying  
letters pulled  
better returns than  
letters alone

"Follow-up letters accompanied by circulars or booklets brought more sales than those that were not backed by printed details of the offer. A distinctive personal sales letter with a pamphlet containing an interesting personal story of a man who bothered along for years without buying furniture the convenience of his home required, pulled three times as much as the old-style of cold argumentative, impersonal letter and enclosure."<sup>2</sup>

Winning prospect's interest  
in other lines  
through  
enclosures

It is possible, when following up a prospect who has expressed interest in any given product, to interest him in other products or allied lines, supplies or services, by distributing enclosures attractively describing other products.

Enclosures used in connection with form letters make possible increased effectiveness of the mailings. A mediocre sales letter is frequently strengthened to the result-getting point by a clever enclosure.

"It is essential (in reaching the dealers) to always enclose a small descriptive circular of the article concerned in your letter. This furnishes necessary details to the interested reader.

"When possible, enclose, too, a sample of the material or workmanship offered for sale.

<sup>1</sup>Postage: "Increasing Sales through Envelope Enclosures," by Flint McNaughton.

<sup>2</sup>System: "In the Day's Mail."

This is one of the best possible attention-getters and interest-arousers. It is a natural law that the impression made is increased in proportion to the number of senses favorably appealed to. As an instance, a ground sample of grain is sent with a letter on grinders, appealing to the sense of sight and touch. The letter in which we first used these samples brought us more orders and new dealers than any plan previously tried out."<sup>1</sup>

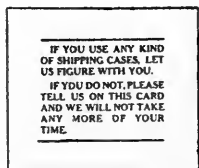
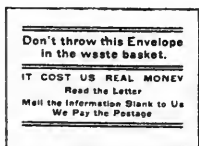
Make appeal real  
by enclosing  
sample of  
advertised goods

A financial house, sending out form letters to lists of prospects whose names were recommended as possible buyers of stock by stockholders of the company, found it advantageous to mention the name of the individual who had suggested the prospect's name in making a point of contact. Since the letters were reproduced on a letter duplicating machine, and not individually typewritten, it was not found convenient to insert the name of the individual in the letter at the time of filling in. The filled in name often failed to register properly and there was often a variation in ribbon match that was negative.

How a bond house  
registered a  
valuable personal  
effect through an  
enclosure with  
a letter

In order to take advantage of the name

<sup>1</sup>*Printers' Ink:* "Good Enclosures in Form Letters," by H. I. Wildenberg.



When advertisers send out stamped return envelopes or postal cards it is best to have a slip printed and attach with a clip to the return mediums requesting reply whether interested or not. In this way the list is reduced and definite information secured. One firm, using such a slip on return envelopes, secured about nine times as many envelopes back, and a larger percentage of favorable replies was received.

of the friend who suggested the prospect's name, a slip was provided, about one by three inches in size, and tipped on the margin of the letter. The slip bore the following wording: "This letter, outlining a safe and especially attractive investment, with five years allowed for payment of stock, is sent you at the suggestion of ..... (name of individual who suggested prospect's name typewritten in). This slip was of a contrasting color to the letter-head and immediately attracted the eye of the recipient.

A test showing effectiveness of booklets as enclosures with letters

The experiences of many advertisers indicate that the booklet is especially effective, when used as an enclosure in connection with letters. In one reported test a letter enclosing a booklet pulled 7% better returns than a letter alone. This test is described as follows:

"In one case a concern sent out 4,000 letters in four test lots of 1,000 each. All details of the tests were similar except the enclosures. A return postcard went with each letter. With the first thousand letters a booklet was enclosed. In the second lot of letters a folded circular was the enclosure. Several leaflets were enclosed in the third lot. No enclosure went with the fourth letter except the return postcard. Results reported: The booklet letter pulled 15%, the letter with the circulars 13%, the letters with the several leaflets about 12% and the letters with no enclosure other than the return postcard pulled 8%. These results compare with similar tests."<sup>1</sup>

Fewer enclosures used better chances of results

This, and other similar demonstrations *prove the value of strong, well-prepared booklets as enclosures, and indicate that the fewer enclosures used in a letter, the*

<sup>1</sup>Schulze: "Making Letters Pay System."

*more attention the enclosure portion of the mailing receives.*

Probably the reason for this is that a booklet is usually more impressive and has less of the negative qualities of an advertisement than a folded circular. Its bound form makes it compact, easy to read, to handle and file away. Its succession of pages can be made to lead the prospect on with increasing interest for further information and to deliver the selling facts of the proposition before he gets to the price factor in the back of the book. In the folded circular, the whole story is necessarily laid before the reader's eye, and much of the interest-winning copy is skipped through curiosity to see the price of the advertised product. The booklet is adapted to carrying either a short message, in large type on eight pages, or carrying many pages of information in type and illustrations.

In the case of the letter sent alone, it seems that there is often not enough space in the letter to arouse interest in the proposition. When the attempt is made to give necessary details of a proposition in a letter the letter becomes so long as to discourage reading.

While tests can be referred to as guides, it must be remembered that each selling proposition has its own peculiar features; and results that apply to the selling conditions of one firm may not apply to those of another concern. Every advertiser should carefully test out enclosures of different types in connection with letters, just as letters are

Why booklets pull better than folded enclosures

Letters alone must be too long

Every sales problem demands its own test

tested out against one another to ascertain relative selling values.

One enclosure  
usually best—  
many poor policy

It is frequently found that five or six enclosures are inserted, with the letter, in a single envelope—the idea being evidently, if there be any idea behind the “stuffing” of an envelope—that the advertising value of enclosures is small and six enclosures in one envelope will stand a six to one chance of scoring a sales thought. Quite the reverse; a number of enclosures in a single envelope confuse the reader. He sees at once that the envelope contains a promiscuous advertisement and a large percent of the enclosures go directly into discard—unless they be exceptional in character. And where exceptionally attractive enclosures are distributed it will seldom occur that more than one is placed in each envelope.

“Stuffing” of  
envelope should  
be avoided

This “stuffing” of envelopes has done much to cast the real selling value of enclosures in bad repute.

“One enclosure to a letter is enough. People often say that the enclosure detracts from the letter itself. I believe this may be so if there are too many, but one neat, compact capsule of selling microbes will aid your letters.”<sup>1</sup>

“The temptation to crowd the envelope full of miscellany is ever present. In our eagerness to persuade the prospect we credit him with too much indulgence for our proposition and for our presentation of it. If we were to lay down a hard and fast rule with respect to enclosures in form letters it would be: ‘Enclose only the bare necessities; rather too few papers than too many.’”<sup>2</sup>

<sup>1</sup>James Wallin, Address at Buffalo Ad Club.

<sup>2</sup>*Judicious Advertising*: “Uncle Sam:—Assistant Sales Manager,” by Tim Thrift.

In all direct advertising the greatest care should be given to details: the viewpoint of the other man should always be kept in mind. One of the secrets of success in the use of letter enclosures is the placing of the enclosure in the envelope in such a manner as to arouse the greatest curiosity and attention on the part of the reader.

The enclosure should be placed inside the folded letter, and the letter should be folded, blank side out. When the envelope is opened and the letter is taken out the blank side of the letter will be seen first. It will be necessary for the recipient to open the letter to see who it is from and what it is about. This gives the impression of the *personal appeal* to the letter, whether it is a specially written letter or a form letter. The enclosure would not be seen until the letter was opened. Were the enclosure not hidden within the folded letter, the recipient would see the enclosure first and he

Proper manner for placing enclosures in envelopes

Letter should be seen first—then enclosure—then the “come-back” device

  
EXECUTIVE OFFICE  
E. J. BRACH & SONS  
CHICAGO

C. M. Stuntz, Sales Mgr.

Kindly let me have the names of dealers who have not bought from us recently. Also any correspondence which will explain why we are no longer serving the customer.

If there is any inactive account about which you are in doubt, please write at once for me and ascertain why we have failed to hold this business.

If we have been at fault in any instance -- you have my permission to make any concession in prices you regard fair. The good will of my dealers is far more important to me than the profit on any order.

Mail J. Brach

EBB  
5/5/19

This note from the President to the Sales Manager, is reproduced by the Sales Manager and distributed with a letter to a list of old customers. This plan is used frequently to reach such lists from a different angle and when well handled results are invariably satisfactory.

would get the impression of the appeal being an advertisement.

One thing at a time to engage prospect's attention

When the recipient's mind is centered on the letter, he glances through that first: then he finds further details as to the proposition in the enclosure; and finally, placed inside of this, he finds the return postcard or order blank. The sequence of the items in the mailing are such that the prospect is led on by natural stages to the point of acting, and the results are better.

Evidence enclosures are seen by the interested individual

It is regarded as certain that a large percent of enclosures accompanying letters—even when addressed to large firms—reach the desks and are given attention by the *individuals whom it is desired to influence*. Careful tests indicate that the present tendency is to have all incoming mail received at a mailing desk. Of the representative firms, large and small, who form the basis of one investigation, 43% are found to receive mail through a mailing department: 57% do not. At these desks, in eighty-one cases out of a hundred mail was opened before being distributed. In 95% of the cases it was sent to the proper department. When enclosures were sent with form letters 90% attached them to the form letter, which was then forwarded to the individual who should receive it. It was estimated that 97% of the firms looked at the advertising mail to see what was offered. About 77% of the individuals who were in position to pass on the advertised propositions looked over their mail personally.

77% business men look over mail personally



As a visible reminder to enclose literature with letters small gummed slips are often employed, on which the word "Enclosure" appears. The stenographer finds the placing of this slip on the letter a helpful reminder, as well as does the individual who signs the letter. Frequently the number of enclosures to be enclosed is noted on the slip. The recipient of the letter is impressed by this little token of convenience.

Method for insuring against neglect to insert enclosures with letters

Frequently such slips are used to give especial impressiveness to enclosures. A strong personal effect is produced when the "enclosure" slips are used to attach the enclosure to the letter. On a test, an advertiser received over twice as many replies from letters to which enclosed leaflets were carefully tipped by an enclosure sticker to the letter, as was produced from the same letter when the enclosures were placed in the envelopes loose.

Attaching enclosures adds impressiveness

It is frequently a problem with many manufacturers as to how to place their proposition before purchasing agents in a brief way and yet provide all the facts in a conspicuous and effective manner. How one manufacturer solves this problem in a satisfactory way is described in this excerpt:

"A considerable amount of data necessarily accompanies the short sales letters of one manufacturing concern. This they supply on a second sheet that is enclosed with the letter.

Making data accompanying letter especially conspicuous

"To make sure of getting attention for this sheet, they have made it about a quarter of an inch longer and wider than the other. The letterhead has a two-inch border of orange,

the enclosure a three-inch border of slightly darker shade. When the letters are opened, pinned together and placed on the purchasing agent's desk, he can not miss the prominently overlapping under sheet."<sup>1</sup>

<sup>1</sup>*System:* "Wrong Methods Made Right."

## PART FOUR

### SALES INFLUENCING POSSIBILITIES OF INSERTS IN PACKAGES

Inserts advertising products, throwing sidelights on the policy of the house or carrying information likely to be of value to customers or dealers is given direct and wide circulation in cartons, packages or boxes carrying goods. An enormous distribution of sales-influencing literature may be secured in this way.

Valuable publicity  
through inserts  
in packages

"There is a place for an insert in practically every package. They can be put inside the package, or inside the wrapper, and they can be attached to the can or the package on the outside. The commodity does not have to be in a package. Several piano houses put booklets in their pianos when they go out, attaching them to one of the little knobs over the keyboard."<sup>1</sup>

The conditions peculiar to different lines of business vary so greatly that no accurate estimate can be made as to the value of package enclosures, but there is ample evidence to show that, in most lines of business, where proper thought and attention is given to the subject, advertising through enclosures with good package inserts is profitable.

Advertising through package inserts, for the manufacturer and the wholesaler, can be divided into two classifications:

Two objectives  
for package  
enclosures

<sup>1</sup>A. H. Billstein: Address—"Direct Advertising for the Jobber," at A. A. C. of W. at Chicago.

- 1: Inslips placed in or with cartons or packages or attached to the goods designed for the consumer.
- 2: Inslips in packed boxes designed for the retailer.

Where goods are sold in volume, through local dealers such as drug stores or grocers or in packages to the consumer, there is a possibility for valuable general publicity through enclosures or package inserts.

Package inserts  
seen when  
package is  
opened

It is not to be questioned that package enclosures get attention from a large per cent of consumers reached. It may be assumed that the consumer is favorably minded since she has bought the packaged product put out by the house. The package is opened in the customer's home—usually at an opportune time. At this opportune time, as the customer opens the package, the insert has its audience.

Opportunity for  
creation of new  
business

The best results in package insert advertising are probably secured from advertising an allied product to that which the literature accompanies. It is reasonable to assume that a man who buys a special brand of India ink, which gives satisfaction, would be favorably inclined towards art materials sold by the house. Through package enclosures this suggestion may be presented at a psychological time and the way be paved for an inquiry or a request for the goods from a local dealer.

Manufacturers of tooth paste wrap inserts around the tubes, calling attention to other dental preparations manufac-



enclosures, stocks of goods have been moved at low cost, sales stimulated on lagging lines.

" . . . a small wholesaler in Pennsylvania was induced to put out a package coffee some years ago. There was nothing fancy about the package—only a plain folding box—but in the course of five years or so his sales increased from 100,000 to 600,000 packages a year.

New products put  
out as package  
enclosure

"Now this wholesaler had a grade of rice which he wanted to market in packages, but the dealers would have none of it. Bulk rice was good enough for them, and the profit was a little better according to their methods of figuring profits. The rice did not move until the wholesaler bethought himself of the 600,000 package circulation of his coffee. At the cost of about twenty cents a thousand, he affixed to his coffee package some bright colored stickers advertising the rice. A few dealers kicked, and some threatened to throw out the coffee; but since the brand was pretty well established in the territory, there was not much danger of that. The sales of the rice increased fifty per cent in a single month, and the recalcitrant dealers gradually fell into line. Today the wholesaler has a whole flock of package goods under his private brand, and is thoroughly converted to the package idea."<sup>1</sup>

" . . . A manufacturer of heel plates sold a large order to a big mail order house. The heel plates were put up in small packages, with some attractive advertising on the packages. The heel plates were apparently broadly distributed in their original packages by the mail order house, and now the manufacturer is getting direct orders for small lots from many different parts of the country. They come from retailers, and jobbers, too; evidently, after getting the first lot from the mail order house the purchaser has gone to the local dealer. Result—mail order dealer has created trade for local merchant."<sup>2</sup>

<sup>1</sup>*Printers' Ink:* "The Little Schoolmaster's Classroom."

<sup>2</sup>*Printers' Ink:* "The Little Schoolmaster's Classroom."



Winning jobbers  
through post-  
cards distributed  
in dealer  
shipments

A manufacturer of toilet articles secured active jobber cooperation in a field generally regarded as difficult, through the use of return postcards *with goods sent to dealers*.

"Let us suppose that we are manufacturers of toilet requisites, that we are following the usual trade channels of distribution to the dealer, through the jobber, and that we wish to secure inquiries for prices or possibly for samples.

"Select the specialty in the line which has achieved the largest sale and enclose with each unit—half dozen, dozen or gross packages—a postcard. This card can be made to show the dealer the extent of the line or it can illustrate and describe a few specialties, or it can be used to secure requests for catalogs and prices. In fact there are any number of purposes to which a card like this can be put.

Securing names  
of dealers'  
wholesalers

"The main essential is to secure from the dealer his wholesaler's name so that the inquiry can be properly referred to and the jobber's help enlisted in securing the business. Retailer's names thus secured are of much value to the manufacturer because they show him where his goods are going, and can be entered for future mailings of literature.

"When the card is received from the dealer, catalog and information are promptly forwarded and record made.

"To the jobber a letter similar to the following is mailed:

Details of plan

"It has given us much pleasure to forward to one of your customers our complete catalog.

"We believe these people are buying Florence "Keepclean" Hair Brushes from you and we want them to see for themselves the extent and full variety of the "Keepclean" line.

"In our letter we have explained that we expect all business to come through wholesaler, and we sincerely trust that you will arrange to take care of their wants promptly.



"In sending this catalog we are actuated only by a desire to help you sell our brushes, and from time to time, if there are any other people to whom you would like to have us send this book, we shall be glad to have you send us their names.

"'Yours cooperatively,  
FLORENCE MANUFACTURING Co.'"

"These inquiries, reaching the jobber in quantities, after the plan has been in operation for some time, furnish him *practical demonstration that the manufacturer is trying to cooperate for mutual profit.*"<sup>1</sup>

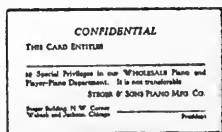
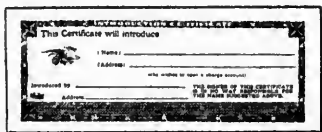
Manufacturers have repeatedly hooked their direct-by-mail retailer campaigns up to the jobber through some cooperative phase of the demand-creating campaign.

Another jobber-winning method

"A manufacturer of egg-cases faced a hard problem. His egg-cases embodied a patented idea which had practical merit. The grocer could deliver his customer's eggs in this case unbroken at less cost in the long run than he could by using the cardboard type of egg containers. While the first cost of the proposition was higher than the grocer had been considering, the ultimate saving figured favorably.

"A campaign was prepared in which the egg delivery problem of the grocer was analyzed and reduced to a graphic dollars and cents form. Five folders were built, presenting the proposition to the grocer and soliciting investigation. Return postcards were enclosed in which a provisional order was printed, to be

<sup>1</sup>*Printers Ink:* "Prophylactic's Way of Winning Jobber Co-operation," by Lewis E. Kingman.



Making use of cards or coupons offering prospects special invitations or opportunities is an effective plan of advertising. Retailers issue Introductory Coupons to customers to give to friends, and these serve to bring new customers into the store. Such coupons frequently offer the new customer the privilege of opening charge accounts.

Method of  
getting in touch  
with jobber

filled in and signed. Below this a space was left for the name and address of the grocer's jobber to be filled in.

"Along with the operation of this direct grocer campaign, a supplementary campaign was directed at jobbers, seeking to win their hearty cooperation in pushing the proposition among the grocers. Folders, as issued, were sent to jobbers, with letters explaining the plan and asking for cooperation.

"Lists of the jobber's salesmen were sought in order that folders and letters, as issued, together with letters describing the campaign, might be sent to them at their homes. Where such lists could not be secured, a sufficient quantity of folders was sent to the jobber's sales manager for distribution to the salesman. In this way a double campaign was waged and jobbers were influenced by the advertising and through inquiries to push the egg-cases."<sup>1</sup>

Five kinds of  
package  
enclosures

Package inserts can be divided into five general classifications of application. These classifications overlap each other, and other classifications can undoubtedly be found. But five general applications of enclosures in connection with packages, present themselves as practical.

- 1: Enclosures designed to secure re-orders or induce to buy goods.
- 2: To give directions or specific information in regard to goods.
- 3: To inspire confidence, gain prestige or develop good will.
- 4: To extend patronage by securing new customers for goods.
- 5: To build up a mailing list.

The quickest results may be looked for in package enclosures which solicit reorders.

Many of the most effective schemes

<sup>1</sup>*Selling Aid*: No. 1.

that have been operated, have as their basis the premium coupon. Vast businesses have been built on the strength of premiums.

Coupons and premiums effective sales-builders

The simplest coupon is a small slip inserted in the package with the goods. An example of this type of premium is found in the well-known coupons issued by the United Cigar Stores.

Sometimes the coupon is in the form of a check, to be countersigned and cashable as a check. An advantage in having the coupon take this form is that it resembles money—something that always creates interest at sight.

"A baker encloses with each loaf of ten-cent bread a certificate. Ten of these, with fifty cents in cash, are accepted by a local bank as the equivalent of one dollar for the opening of an account. This baker's loaves are in good demand."<sup>1</sup>

Many advertisers place their coupons on the labels or wrappers of the goods. There is advantage in this in the display in the store: on the other hand, the enclosure that is placed in the package is more effective after the package is taken into the home and opened. The latter is more apt to be retained and acted on.

How coupons are used—features that influence success

Where the label is used as the place for the coupon, it is good practice to use a package enclosure on the inside also: in this way neither opportunity is neglected.

Coupons are frequently attached to premium lists, and this becomes the package enclosure. There is practical advantage in this, since the list of pre-

Coupons attached to premium lists

<sup>1</sup>System: "In the Day's Work."

miums pictured and described on the enclosure shows the consumer just what is offered: the coupons attached can be cut off or the entire list, with the coupon attached, returned. Some advertisers treat the list as a coupon.

In place of coupons, souvenirs are often used—pictures of actors and actresses, pugilists, movie stars, flags, birds, score cards.

The order blank—especially an order blank in the shape of a return postcard—is used as a package insert to some extent. This device is practical where the product is fairly expensive and where the goods cannot readily be secured locally.

Printers make use of an enclosure idea in securing reorders and in conveniencing customers. An attractive label is prepared and attached to one small package of every order of printing delivered. A typical card, illustrating this plan, reads: "Open this package last! It contains (space for memo as to contents). To avoid delays, please sign the enclosed card and mail it at once."

Inside this package is enclosed a stamped return postcard addressed to the printer. The reverse of the card reads: "Duplicate order. Date.....191... Please duplicate order No.....for ..... Remarks..... Signed....." This assists in making it easy for the customer to file a repeat order for the printing.

Another type of enclosure is the in-

Order blanks and return postcards effective package inserts

A scheme used by printers



"When this box is used in sampling by the dealer this part of the literature is checked up, and the dealer's ad, which had been cut out of the local paper, is wrapped up with it and enclosed in the package. They say of the plan: 'We think we are the first to adopt this unique plan. We can honestly say that no form of advertising has given us the same results. At least 40 per cent of our mail orders and inquiries are from this source.'"<sup>1</sup>

Logical place for instructions

The logical place for instructions as to how to operate a machine or how to cook a cereal or how to properly adjust an article is in the package with the article or attached to the goods, so that when the consumer opens up the package and takes out the goods, full information, directions and instruction will be conveniently at hand.

This information is often conveyed in connection with foodstuffs in the form of receipt books. There are great possibilities in good, practical receipt books for increasing demand for foodstuffs, and many manufacturers are taking advantage of this condition.

Receipt books as enclosures with foodstuffs

"Just the other day we got from the printers a booklet called '61 Uses for Salt.' These it is our purpose to put out in all packages for awhile. The idea is that a wide distribution of this booklet will influence quite a number of people to use salt in other ways than to season food, thus actually increasing the consumption of salt."

In referring to a cook book issued by his company the advertising manager of a baking powder concern says:

". . . We consider this the best piece of advertising we distribute, because it is some-

<sup>1</sup>*Printers' Ink*: "What the Insert in the Package can do for the Advertiser," by Chas W. Hurd.

thing a woman reads and refers to frequently and keeps on file, year after year, with her other books on cooking and baking. It is illustrated with colortype plates showing various cakes, biscuits and other products which have been made with Calumet Baking Powder. The books are not given free to the customer, but are sent upon receipt of a slip taken from a pound can, together with four cents in stamps. The books are also used by the house to house demonstrators, who give them to housewives who order goods at the time of demonstration.

"It is worthy of notice that the book referred to does not cost more than four cents exclusive of the labor incidental to mailing, so, in addition to being the company's best piece of advertising its first cost is practically received before it is sent."<sup>1</sup>

It seems to be the custom with most manufacturers to seek through enclosures, to interest the consumer in other products made by the company than the one bought. It is assumed that the consumer is "sold" on the product bought when she buys it, and that the greatest value in the package inslip is to seek to promote interest in other products.

This idea is contrary to the judgment of some advertisers who seek to concentrate attention entirely on the goods bought.

"Since we make but one article we tell the public about the one, and from our experience we do not believe it is practical or sensible to divert a person's mind into any other channel or any other article. We believe that everlastingly hammering on one nail brings results. Our 'Dictionary' shows the consumer how to use this oil, and its many uses make it more quickly consumed and re-orders follow.

"The trouble with the majority of consumers, they do not think. If they happen to buy an oil

Cookbook regarded as one firm's best piece of advertising

Using the package insert to call attention to other products

Making the package enclosure an educational medium

<sup>1</sup>Printers' Ink: "Making the Catalog Pay—III."

for bicycles they buy 'Three-in-One' Oil, and they would not think of using it for anything else. We tell them how to use oil, hence our business has been brought to its present volume by educating the consumer."<sup>1</sup>

One manufacturer of biscuits encloses in every package of its biscuits a sample of another kind of biscuit. The sample is enclosed in a waxed container on which suitable explanatory printed matter appears. The manufacturer of these biscuits is evidently of a different opinion from the manufacturer of the "Three-in-One" Oil, quoted before, as he carries the distracting element about as far as he can carry it.

Package inserts  
used as means of  
developing  
prestige and  
good will for  
advertiser

Enclosures in packages provide a valuable distribution for general, prestige-building literature. A large per cent of the package inslips used today are of this type. Their value in producing direct returns is small, but indirectly they undoubtedly influence consumers and promote confidence in the advertised goods.

A firm of cigar manufacturers make use of this type of package insert in their reassuring message that greets the eye of the consumer when the lid of the box is opened. The insert reads: "Our Guarantee! If the cigars contained in this box do not suit your taste or you do not think they are the best cigars you can get for the money, we want them back. If necessary we will send to your place of business or residence for them. United Cigar Stores Company, Inc."

A confectionery manufacturer in New

<sup>1</sup>*Printers' Ink*: "What the Insert in the Package can do for the Advertiser," by Chas. W. Hurd.



York seeks to build up prestige and incite reorders by enclosing in packages of his candies a handsome slip on which the following message is set forth: "Our fondest desire is that you will be pleased, both with the assortment and with the distinctive quality of the confection in this package; that your thoughts will be such as to lead you to purchase these dainties again and thereby seal an everlasting friendship between us."

Examples of good will building enclosures—using the guarantee as a talking point

"If you buy a pound of candy at Loft's, the house of 'a-penny-a-pound-profit,' you will receive from the clerk a cash slip in the shape of a postcard,  $3\frac{5}{8}$  by  $2\frac{1}{2}$  inches, imprinted like this: 'H (6)—34—0201 Jul 6 16. This is your receipt. If for any reason this transaction is unsatisfactory, kindly state your complaints below and mail to us. (Space for complaints.) Please sign your name and address.'"

"On the other side of the card is the usual postcard form, addressed to Loft, 400 Broome Street, New York City. In the stamp space appears the following: 'Attach two-cent stamp. Loft refunds postage.' . . . It is difficult to imagine how any concern could go further to register the registering of complaints without cost and with the minimum of trouble to the consumer, or to prompt customer-confidence."<sup>1</sup>

The publisher of a business book offered a five-day examination proposi-

<sup>1</sup>Printers' Ink: "Cash Slips to get Complaints."



NOTICE	
If the envelope in this box is not satisfactory for any reason, please return this ticket with your criticism.	
Operator No. _____	
Date _____	C

Thank You
You have favored us today with your patron- age, which we appreciate and shall hope to keep. If for any reason you feel dissatisfied with your purchase, please return it and we will exchange it or refund the money.
Cordially yours, Maurice L. Rothchild <small>Author of several books and more</small>

Examples of "good will" developing enclosures. These enclosures in packages impress the customer with the policy of the firm to give satisfaction and make good any complaints the customer may have to make.

tion to those who signed and returned a postcard. When the book was delivered an enclosure was placed under the packing. One side of the enclosure read:

Securing prospects through satisfied customers—effective package insert schemes

"If you have friends who you think would like to own a copy of this book, fill in their names and mailing addresses on the other side and mail this sheet to us with your remittance. We will extend to them by mail the courtesy of the same approval offer we have made you. They will no doubt appreciate the opportunity to procure this useful volume on the approval plan at this low price. Your name will not be mentioned in any way unless you so request."

This is an example of a package inslip designed to extend patronage by procuring new prospects to circularize. This is an effective way to procure new business for many lines of goods such as toilet goods, books and many specialties sold direct.

Suggestion made to recommend goods to friends

There are two possibilities open to the advertiser in this class of appeal: new names can be asked for or the request made to recommend the goods to friends. The plan of asking for new names to appeal to direct promises specific results, whereas the benefit from the suggestion to pass the good thing along is vague and direct results can seldom be traced.

In the sale of higher priced products, where the sale must be made through a follow-up and correspondence and personal efforts, enclosures are framed to procure names of people who are logi-

cal prospects for the products, and these names can be placed on the mailing list for the usual follow-up. This method of creating business through enclosures is used to advantage by many firms. The utility of this plan depends upon the product and the conditions under which it is sold.

The Postmaster General has ruled that shippers may enclose printed matter in parcel post packages, provided the literature is descriptive of the contents. This means that packages containing descriptive circulars will not be subject to third class rates but will be listed as parcel post or fourth class matter.

When inserts  
can be enclosed  
in parcel post  
packages

The manufacturer who sells to the dealer has an opportunity for influencing the retailer through literature placed in boxes containing consumer cartons or goods. Since it is frequently the case that a minor employe opens the boxes and presumably throws the literature aside and it does not reach the attention of the dealer or any one of buying influence, it is probable that package inslip advertising has slight sales value in this channel. However, the cost of this form of advertising is small and the possible value as general publicity frequently makes it a worth-while investment. Where there is an appeal to be directed to the dealer's shipping department, instructions as to the handling of the goods or packing, enclosures in boxes are extremely valuable.

Influencing  
dealers through  
package inserts

Enclosures serve as a means of influencing retailer's clerks in favor of the

advertiser's products. A typical example of this method is illustrated by the following:

Plan for reaching  
and winning  
dealer's clerks  
through package  
enclosures

"Another effective little stunt used by the company consists of reaching the retail clerks in the stores where De Vilbiss goods are sold. Four-page leaflets are enclosed with all goods shipped from the factory—no advertising is sent to those distributed by jobbers—the matter which they contain being written with the idea of stimulating the salesman to handle the goods. The talks are along practical selling lines and the De Vilbiss message is brought in incidentally. The popularity of these little talks is shown by the requests for additional copies, which often come in from customers who have referred, in complimentary language, to the stimulating effect of the suggestions."<sup>1</sup>

<sup>1</sup>*Printers' Ink*: "Some Clinchers of Interest in recent Dealer Literature," by C. D. Crain, Jr.

## PART FIVE

### INTENSIVE ENCLOSURE PLANS FOR SUPPLEMENTING HOUSE ORGAN ADVERTISING

The periodical circulation of house organs permits of a valuable distribution for "come-back" and other enclosures throughout a carefully selected mailing list of logical prospects for the advertiser's services or products. By working out attractive "come-back" devices to supplement house organ mailings advertisers stimulate direct orders and materially benefit the producing value of the medium.

House organs afford valuable distribution for increased sales through enclosures

Enclosures distributed in house organs can be made to advertise special products or services or state the policy of the house. Reference can be made to special prices, particular offers, demonstrations, or refer to advertising matter or dealer helps. Frequently the subject covered in house-organ distributed enclosures is also referred to in the house organ: the enclosures in these cases are unusually effective.

What house organ enclosures can feature

Enclosure ideas can be hooked up to the house organ advertising to splendid advantage—they can be used to get increased direct returns from house organ publicity—to make a direct point of contact with individuals on the list. Frequently it is possible, through enclosures and the house organ, to save money in

making special announcements, requests or notifications, such as a change in price or statement of policy or change in location.

Return postcard  
practical medium  
for house organ  
circulation

The most common type of enclosure used in connection with house organs is the return postcard. This can be applied in many ways in bringing back desired information or orders, or in furthering co-operation with dealers or consumers.

Orders can be asked for on the return postcards—inquiries solicited. Through this method advertisers get in touch with buyers and prospective buyers—leads are secured for salesmen to follow up. A booklet or other inducement may be offered, and with the name secured for the mailing list, aggressive methods can be followed in selling the prospect. From the wording on the postcard the necessary facts about the prospect's requirements or business may be learned.

"Comeback"  
devices for  
bringing direct  
returns from  
house organs

"Where the mission of house organs or sales bulletins to the trade is to solicit orders for goods or to request inquiries from prospects regarding services offered, returns can be stimulated by enclosing suitable 'come-back' devices—either as an attached portion of the medium or in the shape of detached enclosures.

"The possibilities of enclosures for securing definite information or orders should be given the keenest study by every advertiser. An effort should be made to devise 'come-back' devices that will attract the greatest possible attention, convey strong sales messages and carry wording which should have the best chance for attracting definite replies.

"For the jobber and supply house which handles a large line of different articles and for the manufacturer who sells a variety of products the return postcard is an especially important feature of the appeal often deciding the success or failure of the mailing.



House organs, through their circulations, afford a valuable distribution for enclosures. The reproductions here shown, illustrate various forms used to bring back information and data for the editor of the house organ.

"By listing a variety of articles on the order blank or return postcard, the goods are definitely suggested to the recipient, and a good percent of the list will check one or more of the needed articles or request information on one or more propositions that appeal to them.

"This plan of checking items is especially effective in appealing to retailers. It calls to their attention a number of articles and enables them to order goods needed conveniently.

Properly worded return postcard stimulates orders by suggesting variety of items and making it easy to order

"The effectiveness of this method, which more than anything else, makes the house organ medium especially effective as a means of getting business provides the advertiser with a method of selling that invariably results in increasing volume of business from a large field and in decreasing cost of selling.

"Aside from the direct mail orders received the cards of inquiry can, in many cases, be referred to salesmen as leads. This missionary work, accomplished at a low cost, saves the salesmen time and enables them to invest a larger portion of their time in making sales to interested inquirers. This means an increased volume of business at less cost for each interview and for each sale made."<sup>1</sup>

75% inquiries have checks opposite more than one article

"It is essential to enclose a reply card or blank that needs only a check mark and signature. Our own card mentions all articles which could possibly interest customers approached. It is two colors, and has a place alongside of each article for a check mark. Underneath each title, in small type, and in red ink is printed the usual retail price of that article. This card presents a means of bringing an entire line to the attention of a prospect, although the letter treats of but one article. Thus, with fully 75% of replies received, more than the one article which the letter concerns is checked off as being of interest."<sup>2</sup>

House organs are designed to interest and genuinely please their readers—to

<sup>1</sup>*Ideas:* No. 20, by Flint McNaughton.

<sup>2</sup>A. H. Billstein; Address: "Direct Advertising for the Jobber," at A. A. C. of W., Chicago.





Examples of enclosures designed to bring back data for the house organ

ing readers to use the blank space for noting any topics which the reader would like to see discussed in the house organ.

One house organ issues a small sheet, headed "Press Bureau," followed by the name of the house organ, and at the bottom appears this: "Jot any interesting story data on this page and return it to the editor. Please identify all pictures on the backs to save confusion."

The publisher of another house organ seeks ideas for improvement of editorial material by enclosing with his house organ an enclosure headed: "No flowers by request," and followed by: "Which is the weakest issue in "Hello," and why? If you will tell us we will try to improve it." A space is reserved for notes and the reader's name and address.

Correcting mailing lists through return postcards

An enclosure with another house organ is a "News Sheet," followed by: "Please send in your stories or notes of events in your territory, which might interest our agents. We can get no news from your territory unless you, yourself, send it in. Photographs of buildings, with installations or equipment and writeups for same, will prove most interesting and profitable to our readers."

The editors of many house organs use return postcards as the means of correcting their lists and weeding out non-interested names. One house organ demands that the names on its list show interest enough in their publication to express appreciation of it every six months. At six-month intervals they issue a return postcard requesting the reader to sign

and return it if he is interested in continuing to receive the publication. Such as do not return the card are eventually dropped from the list. This plan is effective when the house organ is exceptionally attractive and interestingly edited. It protects the advertiser from spending money for reaching people who are not sufficiently interested in the house organ to return the postcard.

When plan is effective

Many house organs are issued for educational, interest-building purposes, under conditions that would not admit of such a test as that just recorded. To this type of proposition postcards may be sent asking whether the name and address, as filled in on the postcard, is correct. Information may also be asked, with spaces reserved for checking answers to questions. This method has frequently been found valuable in correcting the mailing list.

A return postcard is sent out by one house organ editor, on one side of which is the wording: "We would like to see articles on the following topics appear in future issues."

Special literature offered through postcard offer in house organ—plans to get news

Return postcards are used in connection with house organs with the printed request being that a specific booklet or the new catalog be sent the writer.

A plan used by a financial house which seems to have been very satisfactory and practical is to send out a return postcard with an extension of an inch and a half at one end. On this extension the statement is made that, if interested, the subscriber will be continued on the house

Making limited-time subscription offer

Finding which  
house organ  
features interest  
readers most

organ list for three months. Several leading questions are asked on the return postcard, with squares for the purpose of checking information.

In order to determine the tastes of readers and the subjects most interesting to them, one house organ sends out a stamped return postcard listing the departments covered and asking readers to number them in the order of interest. On the reverse a list of advertised articles appears with space reserved for checking any items of interest, so special literature regarding such items may be forwarded.

Offering pre-  
miums for names  
of prospects

An automobile manufacturer builds up his list of prospects through a return card enclosed in the house organ in which the offer of a trifling premium is made. Since the house organ list is made up of owners of that make of car it is assumed that the entire list is especially friendly to the company and willing to assist in furthering possible sales by permitting friends to be put in touch with the sales department.

A manila postcard  $5\frac{1}{2}$  by  $8\frac{1}{2}$  inches is perforated at one end in the dimensions of a return postcard. The suggestion is made on the other portion that the reader fill out on the postcard a list of five friends who are thinking of purchasing new cars. As an incentive to sending in the filled out return postcard a monogram key-ring is offered as a reward.

It is common to enclose order blanks with house organs. They suggest a con-

venient means for ordering. Return envelopes are frequently enclosed with order blanks for the convenience of prospects.

A manufacturer of boxes encloses a "Provisional Order Blank" in house organs going to prospective customers. This blank simply seeks specific information as the basis for an estimate. A higher percentage of returns was received from this house organ, which was editorially directed at customers, than from first-class letters, enclosing the same blank.

Order blanks suggestive of direct orders or information

With one house organ published by an advertising agency a leaflet was enclosed on which five questions were listed:

- 1: Do you receive this house organ regularly?
- 2: Do you like to read it?
- 3: Does its contents help you in matters relative to advertising or merchandising or both?
- 4: Does it create a desire on your part to meet the men back of this organization?

#### READ AND PASS ALONG

*There is interest for every executive, purchasing agent and shipping clerk in these house organs. Fill in the names of the individuals in your firm who should see this issue, read and pass along.*

#### READ AND PASS ALONG

.....Mr.....  
 .....Mr.....  
 .....Mr.....  
 .....Shipping Clerk

The character of many house organs is such as to genuinely interest several individuals in each establishment to which they are sent. Mindful of the fact that the more who read the house organ will bring the best results, slips are frequently printed and attached to the cover of the house organ. The slips suggest that the house organ be read and passed along, and it contains blanks in which names of individuals may be written by the one who receives it. Then when read, it can be checked and passed on to the next name on the list.

Another method  
of getting  
information  
through house  
organ distribution

- 5: Granted you can answer the above questions in the affirmative, why haven't you invited us to call upon you or come to see us?
- 6: How can this house organ be improved to induce you to take action on question five?

A stamped envelope was enclosed for reply.

Making  
house organs  
conspicuous  
and getting them  
passed along

A few of the more pretentious house organs, appealing to executives generally, and carrying information which should be especially valuable to them, seek to prolong the life and make each issue more valuable by enclosing sheets to be tipped on the cover, with spaces for names of several executives. The suggestion is made that each issue be read by each interested individual in the office; that it be checked by each in turn and passed along. This is an advantage that tends to secure a larger percentage of reading.

To give prominence to special sales information a jobber of steel issues a small slip and tips it on the cover of house organs. The stock is chosen to contrast conspicuously with the cover. This prominent slip conveys the important information to the list.

Dealer window  
trims promoted  
through  
house organs

House organs can be used to splendid advantage in inducing dealers to make effective use of their windows. Special displays can be offered and described. One candy manufacturer, who prepares special displays for dealers, issues a supplementary sheet in his house organ, on which the display is illustrated, his offer

made and the suggestion advanced that the proposition be secured by the dealer.

Some service concerns, requiring detailed information upon which to base recommendations, design sheets on which are noted specific information. These are called "Advertising Data Sheet," "Data Sheet," "Information Sheet," or similar descriptive titles, and frequently twenty or more questions are asked, all of which cover information necessary in giving intelligent information. In this manner detailed information regarding conditions in the business are secured in the inquiry and the necessity of writing letters averted.

To give added emphasis to stated facts, or to make stated facts especially conspicuous and impressive, there was provided for one house organ, an enclosure, gummed at one end. These were tipped on, partially covering advertisements, to which they called special attention. The same idea has been applied as a reinforcement of statements made in enclosures.

Sticker plans that win attention

House organs offer a means of co-operative advertising through enclosures. Arrangements are frequently made by advertisers to have distribution given to their enclosures through house organs issued by other concerns.

A firm issuing a house organ gave distribution to an enclosure provided by another concern in which a book was offered for 25 cents, and the return of an attached coupon. Two per cent returns came in from this advertising.

Cooperative house organ advertising

This idea of co-operative advertising is briefly stated in this extract:

"In looking for the right advertising medium a small manufacturer bought permission to insert his leaflet in every copy of the house organ issued by another concern."<sup>1</sup>

Statements,  
invoices, and  
credit department  
correspondence  
valuable enclosure  
distribution

In some lines of business the monthly statement list covers all active accounts. This can be utilized as a means of distribution for enclosures. One wholesale grocer issues a four page house organ, and distributes it to dealers with the monthly statements.

Advertising in  
the form of  
filing cards

Realizing that utility plays an important part in resultful advertising, one manufacturer inserts 3 by 5 inch filing cards in his house organs—and also provides them for his salesmen to carry. On one side of the card is the usual business-card return address, while on the reverse is a ruled space with different products listed in convenient form for ordering. The suggestion is made that the card be filed away and, if no goods are needed at the time, that it be used as a reminder. Results were very satisfactory.

Calendars  
designed to be  
of practical  
use on the desk

"A printer keeps his name before his customers by enclosing in his house organ each month, a monthly calendar for desk use. The calendar itself, being about two inches square, there is an extension past a perforation at the top, with the suggestion on the extension: 'Place this half of the card on shelf in your desk.' When the projection is placed as directed, and the calendar bent down, it is attractive and useful for quick reference. The advertiser's advertisement appears briefly at the bottom of the calendar."<sup>2</sup>

<sup>1</sup>System: "In the Day's Work."

<sup>2</sup>System: "In the Day's Work."



## PART SIX

### HOW TO MAKE BOOKLETS MEANS OF INCREASING SALES

A carefully prepared and well printed booklet provides one of the most effective mediums of direct advertising.

Booklets as  
sales mediums

It has been repeatedly demonstrated through carefully tested results that good booklets, well distributed, are the means of important sales influence. Booklets may be filed away and produced when referred to at a later time. They may be made so attractive as to merit their being passed around to many persons.

"If your booklet has individuality enough to hold the attention of the one it visits, it has many advantages over the salesman.

"Your salesman is a human being and he may be affected by 'the weather.' He may have an 'off day' and not be able to put his arguments in proper shape. The buyer may tie him up with so many questions that he will not have a chance to tell his whole story. A buyer can't talk back to a booklet.

Advantages of  
booklets over  
salesmen

"You may have a salesman who talks too much. A sensible booklet never does. The booklet has a memory no salesman can develop. It can quote tables of statistics and reproduce accurate signed opinions of the greatest authorities. But, best of all, the booklet does not have to pay freight on sample cards. The booklet can lay every one of your products before your customer in their most attractive light.

"Your booklet can take your customer, in a few seconds, while he is still sitting at his

desk, on a trip through your entire factory, around your new banking rooms, over a piece of property miles in extent, or into the homes and offices where your product is used; and let him see with his own eyes, the smiles on the faces of the men and women who are successfully using your product.

Great possibilities for making your proposition attractive through booklets

"While your booklet, like the living salesman, can sell your goods unaided, some of his strongest work can be done by co-operating with the personal salesman.

"The booklet can be used to pave the way for the living salesman, or it can be left by the salesman who has not been able to close, with the knowledge that, if the prospect is at all interested, the booklet will present the case in a more concise, more logical way than he can; and that it will not speak until it is spoken to and that it will always be ready, day or night, rain or shine, to do its work."<sup>1</sup>

One of the chief attractions of booklets as selling or advertising mediums is that they can be given distribution as enclosures in ordinary envelopes.

Economical distribution that can be turned to profit

Economical distribution may always be had. They can be put out by mail, with letters, to selected lists of customers or prospective customers, to keep the points of the business before them and help salesmen, as well as bring in inquiries. They can be coupled to the follow-up; used as dealer helps; sent to dealer's customers, with the dealer's imprint; supplied to agents for distribution; distributed through branches and through jobbers. They can be enclosed with invoices and monthly statements; inserted in packages, and seasonable booklets can be distributed with especial effect at buying times.

<sup>1</sup>*Judicious Advertising:* "Booklet Building—making Dummies Talk," by Mac Martin.

"Let us suppose that in a certain advertising campaign a booklet is needed. The first thing to be determined is the plan of distributing the booklets.

"Who are these salesmen going to visit and how are they going?

"The success of booklet advertising depends primarily upon how thoroughly you plan the distribution.

"You should first make a list of every channel of distribution that seems advisable. As soon as you get them down on paper you will think of new ones. Perhaps your salesman should carry them. Your dealers may be able to distribute them for you. Put all these down on paper, for only in this way can you decide on the best methods.

"Until you have determined the method of distribution you cannot determine the quantity of booklets you need to print and until you determine the quantity you cannot determine the quality.

"My own experience has been that a booklet should always be accompanied by a letter."<sup>1</sup>

One firm, recognizing the possibilities for them in booklet publicity, has followed the plan of issuing booklets at stated intervals over a considerable period of time. These are distributed in different ways, and serve to keep different phases of their services and products before the field. In each booklet a different treatment is given and different styles of booklets, as they come out, not only keeps the name of the firm before the field, but give the appeals for business a pleasing variety.

"We find," says a manufacturer who issues many booklets, "that the booklet has peculiar advantages. Booklets can be made very at-

Success of any booklet depends upon thoroughness of distribution

Series of booklets found effective advertising

<sup>1</sup>*Judicious Advertising*: "Booklet Building—making Dummies Talk," by MacMartin.

Impression made  
by booklet  
valuable—  
whether read  
or not

tractive, and a definite message can be put strongly across in a booklet. When the booklet is brief it can be made inviting and easy to read. Whether such booklets are read through or not, the impressions they make are valuable. They serve admirably for keeping our name before the trade and advancing our arguments. Our salesmen use them to supplement their talk, and they leave booklets behind in the hands of customers. There are many means of distribution that can be enjoyed at small cost—often at no cost at all—and this makes up a medium that we can use to good advantage."<sup>1</sup>

Used to judge  
value of trade  
paper advertising

Rightly used, the booklet is one of the most valuable adjuncts of the trade paper advertiser. It carries his complete story to the reader whose interest has been aroused through the advertisement. It makes the connection between the interest aroused and the advertiser's sales department. It often enables the manufacturer to judge the pulling power of his advertising and, by running the same copy in different publications, to determine which are producing the most inquiries and the relative character of the circulations with reference to the proposition. The booklet is often used in connection with a coupon to secure data regarding the reader's position and business, and thus to obtain a live mailing list.

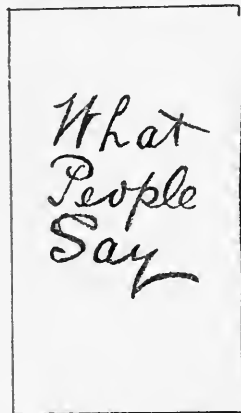
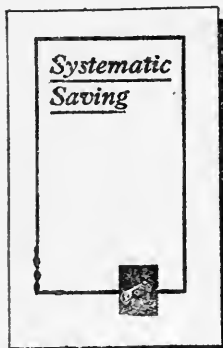
Getting bigger  
returns from  
magazine  
advertising

Magazine advertising seldom brings orders for goods direct unless the goods are low in price or some special feature of protection is incorporated in the offer.

When a factory superintendent needs a new equipment he is not going to invest a large amount of money in any spe-

<sup>1</sup>*Ideas:* No. 11, by Flint McNaughton.

cial piece of machinery advertised in a technical trade paper purely on the strength of that advertisement. He is going to investigate. If there is a booklet advertised, he will drop a card and



Booklets of suitable size to be inserted in envelopes. Striking booklets are one of the most effective mediums of sales literature. There are opportunities for use in numberless ways and there are many channels for effective distribution. It is usually considered advisable to print booklets with two or more colors on the covers. Good art work or the use of illustrations to catch the eye is generally advisable. The originals of these booklets were all printed in two colors.

ask for the booklet—or even pay money for the booklet.

Booklets offered as something to send for—thus increasing number of inquiries

“When the reader of your advertisements takes the time to sit down and ask further particulars about your goods, he shows considerable interest in your product, and you should have a reply ready to send him that will explain his questions and increase his interest and arouse his desire to purchase.

“This can be accomplished best by a good booklet and a brief accompanying letter. The booklet does not always have to be large, oftentimes it can be of a size that can fit into an ordinary size envelope, along with the accompanying letter.

“This booklet method of answering inquiries is often the cheapest from the standpoint of results.”<sup>1</sup>

Booklets used as educational mediums

The function of the trade paper and the magazine is to find these isolated prospects and put the advertiser in touch with them through their *inquiry*. The actual sales depend upon the follow-up of the *inquiries*. But both in procuring the *inquiry* and in following up the prospect and selling him, booklets are intensely advantageous.

National advertisers count certain booklets remarkable assets in producing business, either indirectly, through bringing in *inquiries* from which sales are later made, or, as frequently happens, in securing business direct. The value of booklets as a means of securing *inquiries* is illustrated by the experience of a national advertiser. A strong advertisement of the company's machine was placed in the Saturday Evening Post. But ten inquiries and no sales resulted. An-

<sup>1</sup>*Progressive Papers*: “The Booklet Makes the Sale.”

other advertisement, featuring a booklet, was placed in the same medium. This advertisement produced 3,162 inquiries and 232 sales. The latter advertisement increased the number of replies 316 times and the number of sales 232 times.

There is a particular value in booklets in connection with the field of technical advertising. All technical advertising is based largely upon the idea of education. In this there is the opportunity to add value and interest to the booklet.

The technical publication seeks to educate readers to the best and most effective devices employed for accomplishing results in its particular field. The advertising pages supplement the editorial section in showing the reader where the most up-to-date devices are obtained. Thus, a booklet prepared for the purpose of showing a man how he can accomplish something more efficiently or speedily or safely by the use of the device advertised, has greater pulling power than the ordinary catalogue. The booklet combines the descriptive value of a catalogue and the dignity of a handbook; especially where there is data or material for reference. Any executive who reads an advertisement in which an attractive booklet is featured or offered, desires the booklet not only because of the information it contains regarding the advertised machine, but because, in absorbing its contents, he will be positively helped in his own work.

"Not long ago a manufacturer of boiler arches discovered in the course of some pre-

Offer of booklet increased returns from Saturday Evening Post ad 316 times

Especial advantage in booklets in advertising technical propositions

Where booklets often have more pulling power than catalogs

Selfish interest  
behind reading of  
good booklets

How a manu-  
facturer increased  
sales and built up  
a live mailing list

Showing in what  
high regard  
booklets are held  
in the technical  
field

liminary investigations that the average power plant engineer knew very little about how to erect boiler settings; that when work of this sort came up it was customary to employ a mason—which meant considerable extra delay and expense. He therefore had a treatise on the subject in general written up, mentioning the company's special boiler arch only as an incidental. This booklet he advertised in the leading power plant paper as the 'Engineer's Handbook on Boiler Settings.' The result was that he not only distributed the entire edition but he obtained a live mailing list of leading engineers."<sup>1</sup>

By adding useful data, handy tables or technical information to a booklet describing any type of machinery, the value of the booklet becomes greater. Realizing this, many manufacturers issue elaborate technical booklets, which they feature in their advertising. This has the result of insuring a wider distribution of the book and substantially guaranteeing that the book will be read and preserved because of the value of the contents.

"The regard in which booklets are held in the technical world is illustrated by the following instance. A manufacturer in the power-plant field had a stock of small hand-books of which he wished to dispose. On the advice of the publisher of the power-plant paper in which he was advertising, he placed a price of ten cents on the hand-books and devoted the upper half of the ad to the offer. Orders came in so fast, as a result, that he telegraphed frantically to the publisher not to repeat the advertisement. Experiences like this have taught the technical advertiser to play up the booklet in a manner such as to make the reader really want it."<sup>2</sup>

<sup>1</sup>S. D. Warren & Co., in booklet.

<sup>2</sup>S. D. Warren & Co., in booklet.



Frequently, where the booklet is such as to prompt the desire for a trial order or a sample, or specific information, return postcards can be enclosed to advantage in each booklet.

Making use of return postcard in connection with booklets

It is frequently advantageous to have the back page of the cover serve as the return postcard—to be torn off and mailed back. This simplifies the printing, reduces the cost, and keeps the return postcard intact with the booklet until it is torn off and used.

The cover of the booklet is sometimes made to do duty as an envelope, the address being printed on one side, the stamp attached in the corner, and the booklet clipped or held closed by a sticker. The cover, in this type of a booklet, is usually fairly heavy, and suitable for use as a return postcard. This type of mailing is especially appropriate for house organs. The advantage of a booklet designed so as to require no envelope, can be appreciated from the statement of a machinery jobber:

Address and stamp on cover of booklets

"For several months I mailed my monthly list of second hand machines with a circular letter, in an envelope under two-cent postage. Then it occurred to me that the list was in real demand and I concluded I might as well use a one-cent stamp or a 'mailing permit.' But I was afraid of the envelopes. An advertising man suggested that I send the little booklet as open mail, fastened with a clip or sticker. This I have done since. I have the back cover plain, writing the address on the cover with a typewriter. When the booklet arrives in the hands of the prospect, there is no envelope to open. He has it in his hand,

How one jobber saved \$42.50 a month

and that is all my two-cent stamp ever did for me. This change saved me \$42.50 a month."<sup>1</sup>

The great value of booklets in connection with letters is found in the fact that the details of the advertised proposition can be carried in the booklet and the letter can be brief—merely striving to arouse the reader's interest to the extent of looking through the booklet for further information and full details. In this use, booklets and enclosures have a logical place in the follow-up.

Booklets used in connection with letters—see Part III

At the present time, when the cost of printing is high, many manufacturers are conserving expense by reducing the sizes of catalogs and practicing various economies in catalog production. One of the best ways for reducing cost in follow-ups when there are a variety of products listed in the catalog is to prepare booklets or smaller catalogs, each featuring a single article or line. Thus unnecessary expense in advertising is saved.

"Some of the money-saving changes were: The publication of three small catalogs, one for each of the three machines manufactured, so that the complete catalog need not be sent to all inquiries. (The prospect is sent a folder describing all three machines and is asked to indicate on the return postcard which one he is interested in.) A similar division of the instruction book. Use of more matrices instead of electrotypes in newspaper advertising. Emphasis on quality rather than quantity in mailing lists. Change of house organ from magazine form to bulletin form."<sup>2</sup>

In order to give booklets, used as en-

<sup>1</sup>*Associated Advertising*: "Saving on Envelopes."

<sup>2</sup>*Advertising & Selling*: The Hendee Motorcycle "Experience in Advertising Economy," by J. A. Priest.

closures with letters, an extra personal touch and rivet the reader's attention on specific facts, it is found good policy to mark portions of the booklet—certain paragraphs or prices.

Calling attention to specific page or paragraph

"A good way to insure your booklets being read, or at least given attention, is to send out a letter with it, calling attention to some specific part of it. A paragraph something like this will do the trick: 'On pages 36-37 of this booklet you will find information of especial value to you—of particular helpfulness to your business.' Then the pages mentioned in the letter should be marked right in the booklet with a heavy colored pencil."<sup>1</sup>

"Each month a bookdealer got out a catalog listing his bargains, . . . yet somehow the books were not appreciated sufficiently to be kept for reference. . . . Considering that this condition was largely due to lack of enthusiasm rather than to lack of interest, he hit upon a plan to bring the books and the customers with them back to the store. In each copy of a booklet he ran several misspelled words, offering cash or a fixed discount on goods to every person who succeeded in picking out the misspelled words."<sup>2</sup>

Plan used by a book-dealer to increase reading of booklets

To insure booklets, which are sent upon request, reaching the proper person in an establishment, a publisher has a slip provided for attaching to requested literature. The slip reads: "This booklet is sent at the request of (name of individual typewritten). It is intended for his personal information and should go directly to his desk."

Means of getting booklets to the one individual in a large house who is interested

An important factor in the selling power of a booklet is the get-up and finished appearance. It is this that gives the booklet the ability to attract interest

<sup>1</sup>Norman Lewis: Address at A. A. C. of W., at Chicago.

<sup>2</sup>System: "Wrong Methods Made Right."

Right way to  
figure value of  
booklets

and convey a favorable idea of the advertiser and the advertised proposition.

"Which is the cheaper, 5,000 booklets at three cents each, 90 per cent of which are read—or the same quantity at one cent each, of which only 10 per cent are read?

"The one costs  $3\frac{1}{3}$  cents per reader; the other costs ten cents. The latter, which at first thought seems to cost one-third of the former, really costs three times as much.

"It is not what you pay per *printed* booklet that counts, but what you pay per *read* booklet—what you pay for a hearing by each prospective customer.

"The whole thing settles down to a question of quality—quality in subject matter, in design, in printing—a quality which includes that subtle, indescribable something which produces business.

"The first duty of a piece of printing is to get itself read. If it is unable to do this it is expensive at any price."<sup>1</sup>

Should be size  
to fit compactly  
in stock  
envelopes

As envelopes in standard business correspondence use are No. 6 $\frac{3}{4}$ , No. 7, or two-fold size, and No. 10, the best sizes for smaller booklets are such as to carry well in these envelopes.

Booklets can be cut to advantage from several sizes of stock to fit easily into these envelopes, and to handle to good advantage in the hand, or fit into the pocket without having to be folded over.

Stock sizes from  
which booklets  
are cut

The most popular sizes for such booklets are about  $3\frac{1}{2}$  by  $6\frac{1}{4}$  and 4 by 9 inches. These dimensions provide the necessary space to carry the printed appeal, and when made up there is little or no waste stock, and printing can be done

<sup>1</sup>Ousley's *Magazine*

to advantage. The following table suggests the proper sizes of stock from which different sized booklets can be cut.

$3\frac{1}{2}$  by  $6\frac{1}{4}$ —28 by 42 or 26 by 29.

4 by 9—25 by 38.

$5\frac{1}{4}$  by  $7\frac{3}{4}$ —32 by 44.

$5\frac{3}{4}$  by  $8\frac{3}{4}$ —24 by 36.

6 by 9—25 by 38.

$6\frac{3}{4}$  by  $10\frac{3}{4}$ —28 by 42.

$7\frac{3}{4}$  by  $10\frac{3}{4}$ —32 by 44.

$8\frac{3}{4}$  by  $11\frac{1}{2}$ —36 by 48.

9 by 12—38 by 50.

Booklets may be bound in cover stock or without a cover; especially when two or more colors are used and when the booklet is skillfully set up extremely attractive effects can be secured without a cover. But the cover serves to give an added finish and mark of value to the booklet that it is well to have.

Booklets with and without covers

The inside stock may be enameled or smooth finish when desired, and when halftones are to be run. Rough or egg-shell stocks are generally the more popular when no halftones are to be used. There is a wide variety of handsome booklet stocks from which original, unusual and handsome booklets can be produced.

The design or wording on the cover of the booklet should catch the eye and invite inspection by arousing curiosity or admiration.

How to select best stock for booklets

"The cover should receive special care and attention for it is here that the first impression is formed. If the cover pleases, the inside will certainly be inspected too. Do not make the mistake, however, of spending extra money

Impressive or original cover to catch and hold attention important

on the outside, and then trying to get it back from the interior of the booklet. . . . Do not spare the number of pages in an endeavor to crowd too much matter into the space. Short paragraphs, in a type that is distinctive and easily read, deep white space margins, and not too much matter on a page, are success-bringing assistants. To break the monotony of type matter, illustrate the booklet freely."<sup>1</sup>

To give especial distinction or oddity to booklets, the device of having a band of paper around the book is sometimes used. This shows an extra care in preparation that suggests value to the booklet.

Style should be suited to the proposition

The style of copy on the inside should conform to the proposition. The booklet can cover the line, as a catalogue, or concentrate on one feature or phase of the proposition, or merely entertain.

Several smaller booklets more effective than one large one

This extract, from a statement to salesmen, suggests the advisability of having booklets brief—having a series of smaller booklets frequently, rather than having a larger booklet which tells the whole story in a single issue.

"Picture a busy prospective buyer receiving a sixteen-page folder along with a lot of other mail, removing it from the envelope and turning the pages very hurriedly, then saying to himself: 'Well, that looks as though it might have some good stuff in it. I'll look it over as soon as I have the leisure to do so.' The folder laying on his desk will attract his attention two or three times a day for perhaps the following week, but, because it contains sixteen pages and seems to require a lot of study, it is the most natural thing in the world that he will postpone reading it until he gets so accustomed to seeing it around that he finally forgets his resolution to study it.

<sup>1</sup>"Sales Promotion by Mail," by Gridley Adams.

"On the other hand, the four-page story, well illustrated, and starting out in story form, does not look so formidable to him. It only takes about ten minutes to read the whole story part of it, and if that is as interesting as it should be, the prospective buyer will want to know how the results are accomplished to the extent of reading the descriptions under the reproduced forms. Thus he has gotten the message without taking so much of his time, and he has read the advertisement, not because of a resolution to do so, but, having read the first few paragraphs, he continues because he is interested.

"After receiving four such stories, say a few weeks apart, the prospective buyer has received the same number of pages of Burroughs messages he would have received by studying the sixteen-page booklet."<sup>1</sup>

The important thing in a booklet is ability to set the reader to thinking—to make an impression. The great writer is he, who, in a sentence, can suggest a chapter. The idea of eloquent brevity, suggested by the following reminiscence, applies to the building of a booklet.

Booklet should impress the reader

"Doris Keane, the actress, makes clear my point when she says: 'The greatest note that I ever heard in modern acting was when I studied under the late Russian tragedienne, Mme. Komisarjovskaia, appearing in a Russian play. She stood in the center of the stage, silent, making no outward sign, and yet, like a magnet, you felt that from everywhere emotions were rushing to her like wireless messages to a station attuned to receive them, and, as these emotions surged and surged upon her, she, pale and trembling and sobbing, fell overcome to the floor. She made no movement, she had spoken no word, and yet she had expressed myriad gradations of feeling."<sup>2</sup>

A lesson from acting of Doris Keane

<sup>1</sup>Burroughs Adding Machine Co.—in booklet.

<sup>2</sup>*Associated Advertising*—extract.

A booklet can be compared to a vaudeville act. The booklet steps from the envelope into the limelight of the prospect's desk. The recipient is curious, but cold. It is entirely up to the booklet. The reader demands to be entertained or interested—quickly. Otherwise the book has failed.

Growing tendency  
to show what  
products will do  
—rather than  
descriptive  
of product

There is a growing tendency to do away with the dry, uninteresting booklet which simply describes the product. In place of this there is a pamphlet which shows what the product will do, rather than what it is, and which bears a title that, in itself, makes the prospect want to send for it. Note the persuasive titles outlined below. You would like to have one of these booklets yourself; the titles seem so promising.

"About some men who are going to spend a Million Dollars Next Year."

"Don't Flush the Bathroom and Register in the Parlor."

Curiosity-  
arousing titles  
for booklets

"The Million Dollar Habit."

"The Straw that Broke the Camel's Back."

"Turning your Capital Over One Hundred Times a Year."

"Adding Five Dollars to each Week's Income."

"How Rogers made Two Cents earn him \$31.48."

"How Jenkins Got Onto Himself."

"Secrets of Selling."

The first requirement of the physical



booklet in order to strike the eye of the prospect is something studied out to strike the eye with—a pleasing design, a cut to make a point of contact or an original handling that makes it happily “different.”

Little eye-compelling cuts break the monotony of type and carry the reader easily from page to page. The cuts are the “laughs” that hold attention while the serious story is put across.

Use of cuts on covers helps win attention

An important element in attracting attention to booklets is the color. The eye attractive value of two or more colors of ink are superior to one color. While attractive and extremely profitable booklets can be produced in one color, especially where designs are used to benefit the effect, very careful consideration should be given to the advisability of using more than one color. How well this frequently pays can be judged from the following instance:

“Does the free use of color render results? Ask the big mail order houses, who are coming to use color more and more in their advertising and catalogs. Less than a single cent invested in added color effect for each 50,000 booklets increased the returns \$18,000 in one instance. Two runs of the same booklet were used, the mailing list divided in half. To one went the plain black and white, to the other part the colored booklet. At an extra cost of \$500, the catalog in colors produced \$18,000 more in sales than its duller brother.”<sup>1</sup>

Value of color in booklets—how an extra color increased returns \$18,000

“When you are asked to send your prospect a booklet, catalogue or letter with particulars, etc., paste on the front of your en-

<sup>1</sup>H. T. Wheelock: Address before A. A. C. of W., at Chicago.

**Plan for getting  
special attention  
to booklets**

velope a slip printed in two colors, somewhat like the following: 'Sent at your request'—it will secure special attention to your enclosures."<sup>1</sup>

"Here is an idea that saves time of the prospect: 'Attached to the front page of an eight-page, 4 by 9 booklet, was a two-page letterhead, size 4 by 5½, not filled in, but printed by facsimile process just like a regular typewritten letter, including signature personally signed. Thus, when the envelope was opened, the prospect, at a glance, got the whole import of the message. The scheme proved very successful.' Under the letterhead appeared this letter: 'If your product is recognized as standard you will undoubtedly appreciate the attached booklet. If it is not, the reading of this booklet may give you a new idea as to how to make it so. Your very truly, ———, Sales Manager.'"<sup>2</sup>

<sup>1</sup>Schulze: "Making Letters Pay System."

<sup>2</sup>Schulze: "Making Letters Pay System."

## PART SEVEN

### USE OF BLOTTERS—FEATURES THAT MAKE BLOTTER ADVERTISING EFFECTIVE

One of the most common and popular styles of enclosures is the blotter. The great value of the blotter lies in its utility. It is handy because of its blotting surface. It lays upon the desk, face up, within range of the prospect's eyes for several days. The second advantage of the blotter as an advertising medium lies in its low cost.

Utility of  
blotters first  
advantage

In blotters the advertiser has several fundamentally advantageous features, which usually result in satisfactory returns when properly planned, prepared and distributed.

The blotting utility should not be considered, alone, of sufficient value to make the blotter a profitable investment as an advertisement.

To be effective, blotters should be so prepared that they catch the eye with a striking cut, and pleasingly deliver a definite message.

To be effective  
must be seen and  
retained

The space for advertisement on the ordinary blotter is about the same area as the space in the average magazine advertisement. In a magazine advertisement the copy receives probably twenty times the thought that is given the average blotter. As a result of poor copy,

inadequate display and attractiveness, due to neglect or lack of the necessary ability on the part of the advertiser, a large percent of the blotters in service today are mediocre or frankly poor.

Blotter copy  
deserving of  
more thought

Adequate trained thought in selecting ideas, making the layout, creating designs, preparing copy, and securing suitable color effects can be classed as the first essentials in good blotter advertising.

Good distribution  
necessary for  
good results

Good distribution is the second essential. Every blotter that leads to a sale must come in contact with a logical prospect. The list to which blotters are distributed is a feature that largely determines results and should be given the keenest consideration.

Blotters should  
be planned  
in series

A plan behind the blotter advertising is the third essential that should be considered carefully. Advertising through blotters should be based on a distinct, logically planned campaign, covering an issue of six or more blotters, over a period of time.

Single blotters  
have slight  
advertising value  
—the hammering  
away counts

The plan should be decided on first—just what the desired effects to be accomplished should be determined. Then the list and distribution should be anticipated and taken care of, as the second step. Each blotter in the series should be designed individually to convey strikingly, attractively and forcefully some particular sales thought. Each blotter of the series should link up with its predecessor and successor. Each blotter should drive home some thought or fact through striking pictures and easily read copy.

"There is a lot yet to be done to make blotter advertising all that it should be in bringing results. The simple blotter, sent out harum-skarum, has but little more actual advertising value than the postage stamp that bears it, even if it is sufficiently attractive to win a place on the desk.

"First, learn to *campaign* with the blotter. Select and size up your field. Plan the layout and distribution as carefully as you would that of your circular letters, booklets and catalogs. Remember your blotter has to go and stay on the desk in order to get your message across; and the desk is mighty personal to the man or woman who uses it. Use careful taste in the selection of designs. Have each successive blotter fit into the preceding one—and into all your advertising literature—with a strong, culminative attraction. Just because it is an inexpensive means don't make it a cheap one. Put horse sense behind your blotter and it will make good. Human nature works for it. It is always more profitable for anyone to use a good looking, good blotting blotter than to add to overhead of office by buying blotting paper."<sup>1</sup>

Plans one advertiser follows

There are opportunities for effective blotter advertising among manufacturers, wholesalers and retailers. While blotters may be sent out independently, as the message, they may be enclosed with letters, placed in booklets or folders or catalogs, with invoices and statements, used as "dealer help" material to reach the consumer, over the imprint of the local dealer.

How distribution may be made

Since more than seventy-five percent of the letters, statements, invoices, booklets, catalogs and folders that go out through the mails, are under weight, these medi-

<sup>1</sup>*Direct Advertising*: "Campaigning with the Blotter," by Derby Brown.

ums can be used as the means of distributing good blotters.

The distribution is free—whether it is used or not.

Blotters sent out with ordinary correspondence, reach people who, we may assume, are interested in the advertiser's goods or proposition. This being substantially true there should be no waste circulation. They deliver the message with less competition and for a longer interval than any magazine advertisement can.

Medium can be used by almost every line

The bank, the insurance man, the department store, the florist, the milliner, the jeweler—any retail store—have an effective medium in good, well planned blotters.

How a manufacturer made blotters effective

"... all have particularly good opportunities for telling publicity by means of good blotter advertising. Every line of business can make effective use of it, if it is treated properly—even the most prosaic machinery house. The manufacturer of agricultural implements who put out a series of twenty-six blotters, two weeks apart, each with a fine illustration of some one section or department of his model factory, and a few lines of interesting description—never a word of 'buy my implements'—planted almost an intimate knowledge of his buyers the country over. He reached people it would have been impractical to get with an expensive booklet, and aroused considerable interest for the coming of his expensive catalog. More effective, perhaps, than a booklet could have been—there were a possible twenty-six separate, distinct impressions against the booklet's one."<sup>1</sup>

<sup>1</sup>*Direct Advertising*: "Campaigning with the Blotter," by Derby Brown.



We will put on sale Friday, August 25th, up the 7th floor of our Michigan branch store a lot of Caper 1000 and Eucalypt 1000 at prices \$2.50 up.

These goods are desirable as all magazines will not let them alone.

Circle 1 on card on page 108

*Globe*

## Ship in Pioneer Boxes

They save freight because of light weight, prevent pilfering, are assembled twice as fast as shooks and "DELIVER THE GOODS."

**PIONEER** Pioneer Box Company  
Crawfordsville, Indiana

## Blotters get BEST for Advertisers



**BLOTTING PAPERS**  
AN EFFICIENT, SIMPLE, AND MODERN  
THE MODERN PAPER COMPANY  
HARTFORD, CONNECTICUT

**SAMPLE**  
BURET BLANK BLOTTING  
MADE IN HARTFORD, CT. U.S.A.

## The Rogerson Press

Printers  
Binders

Phone  
Main  
4882

107-109 North Market Street

Calendar for July:

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



**COMPTONER**

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**BUCKLEY, DEMENT & CO.**  
107-109 North Market Street  
Hartford, Connecticut

Calendar for July:

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## Need More Money in Your Business?

It can take a longer and longer credit period!

There is a way to get your credit period longer!

Without paying a cent more for it!

Calculate the cost of your credit period and you will find that it is a very small amount of money to pay for a very large amount of money to receive!

For more information, write to the author of the book "How to Get More Money in Your Business" and you will receive a free copy of the book.

**Burroughs**  
107-109 North Market Street  
Hartford, Connecticut

## Designers Engravers Electrotypers

**CALLUMET ENGRAVING CO.**  
800 100 BROADWAY STREET  
CHICAGO, ILL.  
1921

ART FOR  
"BOB" HATFIELD

## Golden State Limited To California

via El Paso Short Line  
Direct Lines of Low Fares  
Routes of the  
California

Examples of blotters. This medium is one of the most common and popularly used of all mediums, and as a consequence the greatest care should be given to the copy and display on blotters to make them especially effective.

**Plan followed by  
New York hotel**

A New York hotel uses blotters to splendid advantage. They issue blotters attractively illustrated in two colors and of a size to fit into almost any box of writing paper. Each blotter has a unique illustration and a quaint verse calculated to drive home an impression of the hotel's policy, location or service.

Every guest who leaves the hotel carries away one of the distinctive blotters, which are issued in series.

Another hotel encloses blotters with especially attractive and distinctive letters to limited lists of individuals, soliciting, as well as room accommodations, patronage for their dining room service. The letter tells the story: the blotters are blank except for the name of the prospect, which is printed on the blotter in printer's ink.

**As medium for  
retailers**

Blotters are a valuable medium for all types of retailers. There are features of advertising value about every store which can serve as copy for blotters. The store's speedy delivery facilities can be made the subject of a blotter—the comfort and conveniences of the waiting room—seasonable lines can be featured—mail order business can be solicited.

It is found that women are especially susceptible to blotter advertising. Department stores have found it a fact that women like their friends to know that they trade at high class stores, and when they receive attractive blotters from such establishments they are apt to display them where they can be seen by other



women who call upon them. This feature of blotter advertising makes the medium especially valuable in retail advertising.

A New York jeweler sends out blotters of attractive design to a selected list of customers. They say: "We have always found that, if attractively gotten up, blotters prove an excellent means of advertising. Our blotters have always been admired and have helped to bring us business in many ways."

In order to keep before dealers and to take advantage of this, the personality of his traveling salesman, a manufacturer sends out blotters on which halftones of the salesman making given territories appear, together with wording, of which this is typical: "Keep this! Use it daily! Let it serve as a reminder of co-operation and service. Send me your orders now." The illustration of the salesman along with the name of the house follows.

Taking advantage  
of personality  
of traveling  
salesmen

A Boston shoe manufacturer uses blotters to announce the mailing of his catalogue and the visits of his salesman. In the blotters sent out to announce catalogues, special attention is called to the discounts offered and to the completeness of the factory's in-stock department. Those announcing the salesman's visits are sent out a week before the salesman plans to arrive. They feature the manufacturer's trade mark and they point out to the dealer that his featuring a certain shoe is the way to draw the quality trade, to better reputation and increase his profits.

Used to announce  
mailing of  
catalogs

Blotters as  
dealer-aid  
mediums

Manufacturers frequently offer blotters to their retailers for consumer distribution. Blotters are a good means for linking the manufacturer's advertising to the local store. Blotters are regarded as especially advantageous for this purpose by some manufacturers on the basis that, the home not usually receiving many blotters, the chances favor the consumer blotter being retained, and thus keeping the advertisement of the local dealer and the manufacturer's products before the consumer.

The Blottergram  
idea

An advertising company uses blotters, issued monthly, under the title of a "Blottergram." The type matter on this blotter is in reality a miniature house organ.

Other concerns have used the blotter with success in this form. A large manufacturing company sends out two house organ blotters each month—one series going to banks and the other to retailers. These lists aggregate over one hundred thousand names.

Tabloid house  
organ on blotter

In designing the original bank series for this company, it was planned to issue thirteen numbers, under the title "Bank News." The series was mailed to every bank in the United States and Canada. Return postcards were clipped onto particular numbers, and so many of the postals were returned that an additional six blotters are now being used to the same list. The Company says: "We don't believe in all kinds of blotter advertising, but the right kind is good and will pay dividends. The entire series of our blotter house organs has produced more

comment and aroused more interest in our proposition than any other advertising we ever put out for the same purpose."

The house organ style of treatment can be adapted to the blotter to advantage in several ways:

1. It is a tabloid house organ.
2. The advertiser can afford to issue this kind of advertising every month over a year's campaign.

Advantages of the "house organ" blotter plan



These reproductions indicate how advertisers are taking advantage of the good features of blotter advertising and printing a tabloid house organ on blotters. The good results from this kind of advertising are explained in this book.

3. It is printed on a blotter and the appeal should be preserved for a period of time on account of the real usefulness of the blotter.

4. As the blotter is useful—lies on the desk in front of the prospect for a considerable time—one or more audiences should be given the messages delivered.

5. It combines the good points of blotter advertising with the value of a house organ—strengthened, often, by brevity.

6. It does this at a surprisingly moderate cost.

7. Selling features can be played up, if desired, with return postcards enclosed in the carrying envelope, with invitations to reply—requests for literature, prices, information or requests to have a representative call.

8. A calendar of the month can be shown to give the blotter still greater utility.

Blotters used to  
secure new  
customers

There is hardly a limit to the different businesses to which house organ blotters may be adapted. In a tailoring company's house organ, the "Kahn Messenger," the story is told of how one of the company's dealers used the blotter house organ idea in securing new customers. The idea has been successfully used by banks, laundries and retailers who appeal to selected lists.

"... in trying to obtain direct, human interest material for a bank booklet, I asked a young woman acquaintance to tell me

what, in the service of her bank, pleased her most. She answered: 'Why the lovely little blotters they send me every month.' And she meant it, although it was hardly the kind of information I was after."<sup>1</sup>

Blotters are considered a fair means of co-operation with jobbers when used in connection with letters. When blotters are sent out alone to this list they seldom serve their purpose. Owing to the large size of the average jobbing house, the mail is opened by a clerk and forwarded to the proper executives. On that account, blotters seldom reach the individual in position to take action on particular propositions advertised.

Getting cooperation of jobbers through blotters

The sizes of blotters are based on the size of blotter stock from which cut, and upon the sizes of envelopes in which they are distributed. Blotter stock comes from the mills in the following dimension: 20 by 25 or 22 by 28½ inches. The usual blotter weights are 100 and 120-lb. stocks.

Blotter stock—how sizes are determined

Blotters of convenient size for desk use may be cut from this stock with little waste.

Blotter stock may be secured either coated on one side or with blotting surface on both sides. The blotters which have blotting surface on both sides are considered the most practical, useful and convenient, as they serve equally well as blotters on either side. This frequently is a convenience demanded by blotter users on account of embarrassing predicaments which may follow from blots on

Good blotting stock appreciated by business men

*Direct Advertising:* "Campaigning with the Blotter," by Erby Brown.

letters occurring when the non-coated blotting side is used by mistake.

Coated stock used  
when halftones  
are printed

The coated type of blotter is used when halftones are to be printed on the blotter.

Prime value of  
good illustrations

In designing blotters the first demand should be to attract attention. Many advertisers hold that illustrations are the most effective material blotters can carry, and select striking two-color cuts to catch the eye and suggest an idea which a few words supplement. The blotter is useful, and lays on the prospect's desk, under his eye for an indefinite time, it is assumed, and a good display should be seen.

Halftones of interesting features of the factory or the products or line drawings may be used. Cuts designed especially to attract attention are often extremely effective even when they have no bearing on the proposition advertised.

Blotter copy  
should be brief  
and interesting

The copy, in display blotters should be brief. One sales idea should be presented in each blotter—and that presented in as forcful a manner as possible, in copy and display.

Current calendar  
month aid in  
getting blotter  
preserved

"... This value can be made greater, possibly, by printing the current calendar month on each monthly issue, and releasing the mailing the first of each month. Some manufacturers run a few words of copy regarding a specific feature of the business in each issue, and believe that, over a twelve months' period, the blotters serve to keep them before their list in an excellent manner."<sup>1</sup>

The type set-up of blotters is very important. There is an opportunity for dis-

<sup>1</sup>Mail Advertising Data Book.

play of originality, striking effects and good taste in the composition. The type and the style of set-up should conform to the business advertised. The blotter advertising a tailor, catering to sporting men, must necessarily differ from the blotter used by a jeweler and catering to discriminating women.

Set-up and style should conform to list appealed to

## PART EIGHT

### PLANNING COPY AND PREPARING LITERATURE TO PULL BEST RETURNS

Since the effect made by an enclosure depends upon the impression made on the person receiving it, when a given enclosure reaches a prospect several times, over an extended period, its novelty wears off and it becomes ineffective.

Great care should be given copy for enclosures

It is advisable to plan enclosures in series for six months or a year ahead of time—to give deliberate thought, care and the necessary time to the development of the ideas and copy that go into a series of enclosures.

It should always be remembered that the measure of value in enclosures is *what they will accomplish for the advertiser*. Ample time, care and reasonable expense expended for enclosures should come back many times over in profitable impression made on the mailing lists.

Periodical changes keep sales suggestions systematically before field

After the series of subjects chosen for the enclosures has been decided on, the copy prepared and the enclosures printed, the enclosures should be released one each month, or according to some plan of periodical rotation that will *provide a systematic change of enclosure at frequent intervals*.

The designer of enclosures has the widest latitude as to originality. They may be mere slips of paper from an inch



square to elaborate booklets which demand extra postage.

A common and economical enclosure is a small slip of paper, preferably attractive stock, printed on one side in two colors, with a few telling words well displayed. This style is simple and effective and economical. Some of the most profitable enclosures ever used are of this type.

Widest latitude  
for physical forms

Unique folds or ingenious cut-outs increase the effect of enclosures because they strike the reader as unusual and the more quickly win attention. Since the manner of folding adds little or nothing to the cost, it is highly advisable for advertisers to give thought and exercise ingenuity to taking advantage of attractive folds.

In connection with the physical side of the enclosure and the prearranged plan of distribution, copy and illustrations are vital considerations.

Striking designs  
help to win  
attention and  
give sales value

Striking designs, in one or two colors, add to the effectiveness of enclosures, as they serve to aid in catching the eye, suggesting the sales message at a glance, and shunting the attention into the type matter. Cuts of products, diagrams, picturing uses or advantages, or spotlighting certain features of advertised products—so they are simple and quickly or easily read—make good material for enclosures that can be found available in almost any business. Stock cuts which are reproductions of high class artwork are a source of pleasing effect at moderate cost for advertisers who strive to get the utmost from their appropriations.

Good cuts liven  
and make  
distinctive

"The effective enclosure usually shows an illustration or cartoon that suggests an idea to the eye in a two second glance—whets the interest to read the brief appeal and registers an impression of the advertiser and his product upon the mind of the reader."<sup>1</sup>

How to determine  
economical sizes

The size of enclosures is usually determined to considerable extent by the stock sizes of different book, cover and bond papers. It is economy to figure the size of enclosures to cut to advantage, without unnecessary waste. The sizes may be cut to advantage from the following sizes of stock: cover and book papers—26 by 29, 24 by 36, 25 by 38, 28 by 42, 32 by 44; bond papers, 16 by 21, 17 by 22, 18 by 23, 19 by 24, 17 by 28. Some stocks come in only two or three of these several sizes.

By planning *ahead of time*—having copy prepared and cuts secured—large printing jobs come through frequently which demand a strip of wasted stock—frequently very high priced stock.

In such cases copy can quickly be set up to conform to the dimensions of the waste stock, and they may be run off at the same time the jobs are run.

How to print  
enclosures with  
other forms—  
saving cost of  
presswork

When cover stock is run, the waste can be utilized in printing return postcards, effecting a material saving; and as well, very frequently, in making especially attractive postcards possible at practically the cost of composition.

It is logical to believe that if enclosures are worth preparing at all, they should be prepared just as attractively and force-

<sup>1</sup>Homer J. Buckley: Address before Ad Club at Des Moines, Ia.

fully as possible. They should be made striking and distinctive—so *they will be seen*, and win favorable attention—and *be convincing in copy*, so that they will deliver a message that will prompt business.

Careful thought  
should be  
given copy

Effective enclosures depend, next to the manner of distribution, upon, first, the arguments used, and second, the way they are set forth.

Copy for enclosures should be prepared *entirely from the viewpoint of the group designed to receive the literature* and whom it is sought to interest. The viewpoint should be: "What will the machine do for me?", "Why is the service worth \$100 to me?", "Why is that feature advantageous—to me?", "Will that device prove a profit-maker for me—in my plant?"

Copy should be  
written from the  
standpoint of  
the "other man"

The buyer cares little about information as to the size of the advertiser's factory, the number of years the firm has been in business, the medals awarded for conspicuous merit. What the advertiser is interested in is information as to the advertised proposition applied to him or to his requirements.

Bearing this in mind, the copy for enclosures, the object of which is to interest indifferent prospects, should be designed to do three things:

Safest plan to  
follow in building  
good enclosures

First: the *subject* of the enclosure should be determined. It is generally best to design each enclosure to exploit some one definite point or feature of the proposition, or, at least, to feature some special talking point. The wisdom of this

is apparent: it concentrates on some one strong buying argument or feature rather than confusing the prospect with a number of points. In a series of folders a succession of sales points can be made, one at a time, and each one impressively. The ultimate effect is satisfactory.

Give enclosure features to command attention

There are instances where the enclosure should cover all features of the proposition with uniform display. Where such enclosures are used there is more resistance to be overcome and direct results are lessened.

Having selected the point to be covered or the idea to be exploited in the enclosure, the next step is to *design a layout that will attract attention*. The safest plan, in doing this, is to employ good artwork on the cover—or, by using cuts, to show a pleasing originality in designs or copy.

Mission of cover to catch the eye

The mission of the cover or front panel of the enclosure is to attract the eye and hold attention. It is well to have a few words of lettering suggestive of the idea presented: the design can carry out that suggested thought. However this is not necessary. A strong eye-arresting cut, with a semi-illustrative value serves effectively for enclosures. The advertised product can be illustrated on the covers of enclosures, by halftones or line cuts: but it is advisable to have a figure connected with the machines or other products advertised to suggest action, and give the enclosure life.

Good illustrations assist in making cover effective

"A folder brings results in direct relation to its original or striking makeup, idea or copy.

The outside of the folder is most important. Secure a design that will invite the reader to look inside. Employ a catchline that applies to your proposition, and yet shows the receiver that the offer inside is one that means money in his pocket to investigate. Sometimes attention may best be secured by arousing curiosity. For example, a folder that produced the greatest number of inquiries within the experience of the manufacturing druggist who issued it, had as its outside title the words: "Why did you study Pharmacy?" Many times a folder is read and kept because it contains some suggestions to the recipient for advertising his own business. Just remember that while your whole story is very brief to you it's a long and usually uninteresting tale to the prospect, therefore, the briefer you can make it, and yet tell convincingly of one or two advantages of your product or plan, the greater the results."<sup>1</sup>

Have catchlines  
that will chal-  
lenge interest

On the inside, pictures and copy should present the chosen selling thought in a strong, easily read, type set-up. While a limitless license is given in the selection of stock and style of composition, and nature of the presentation depends upon the product advertised, it is well to strive to suggest the *main idea of the story in headings*, and back these headings or displayed lines with details in smaller type. The advertiser may be fairly well assured, when this is done, that the reader, no matter how quickly he scans the page, should get the gist of the message. Should the brief captions strike his interest he can read further. It is obvious, under these conditions, that a halftone reproduction of an article advertised counts for more than many words. Arthur Brisbane has the idea

Telling the story  
inside—

Make every  
caption tell  
something

<sup>1</sup>"Sales Promotion by Mail," by Gridley Adams.

Put the idea in  
quickly-read  
headlines

when he says: "A picture counts for more than a million words—if it is good."

The value of headlines and sub-heads, used in enclosures, lies in their stating facts in a few words. Headlines inserted merely to attract the eye serve the purpose weakly. A single word, such as "Look," "Moreover," "And then," "Millions"—words beginning a sentence or combinations of words that do not, in themselves, state a vital thought, serve only half their purpose.

How one copy-  
writer works

One able ad-writer, after selecting the subject for his enclosures, classifies his material, and writes down in a brief list the important facts of the proposition. These he arranges in such sequence that the headings alone briefly tell the story from the beginning to the final appeal to mail back the postcard. Under the several headings and sub-heads it is only necessary to amplify the thought.

Another plan to  
combat objections

Another advertising man follows another plan. He does not draw his copy material from the positive facts he has regarding the proposition. He does not list the advantages of a product and play them up, but he lists the *objections* and works out copy to combat these points. In doing this, the theory is that the resistance is knocked from prospects and the selling appeal at the climax should be more effective.

It is a mistake to attempt to say too much in an enclosure. Too much type reduces sales value because fewer people will read it. By curtailing copy to a reasonable limitation the advertiser will

have more white space, better display, and a few points well brought out, which are more effective in producing results than many points hidden in a confusion of phrases crowded in small type.

Story should be told in fewest words—brevity means more readers

There are four elements to be considered in enclosures, as there are in sales literature of other types. Attention must be secured, interest must be awakened, desire must be created and action must be induced.

"On the cover or first page of the enclosure interest must be awakened—it is this that catches the eye first. This should be striking in design, type arrangement and colors. The wording should be carefully chosen to make a point of contact with the group appealed to, and interest sufficiently to cause the reader to turn back the cover and look further.

"On the inside, in headings and sub-heads and pictures, the message should be suggested. Details in smaller type should supplement the display lines and present phases of the proposition to strike interest and create desire to investigate further, to own the article or to call at the store.

Every sales enclosure should measure up to this plan

"The entire appeal should lead up to a climax in the suggestion to write for particulars or do something definite. An enclosed or attached postcard or order blank or coupon are favorite devices for facilitating replies through enclosures where direct replies are desired."<sup>1</sup>

Enclosures seeking direct reply

The object of many enclosures is simply to secure publicity or impress some distinctive idea, feature or service on the prospect, and no direct reply or order is solicited. In enclosures where a direct return is sought portions of the enclosure can serve as an order blank.

<sup>1</sup>*Ideas:* No. 1, by Flint McNaughton.

On such portions a request for literature, sample or information or order can be placed, with the customary spaces reserved for signature and address of the inquirer. To facilitate the securing of inquiries when there are several offers or services, a list of such services is customarily provided, with check spaces so that any desired information may be easily indicated.

Return postcards are placed on the same footing under the war postal rulings as government postal cards, so far as postal rates are concerned.

The governmental ruling to the wording on the face of the postcard is that the word "*Postcard*" must be used, but this is varied by advertisers into "Private Postcard" and other wording which serves to give a character to the card and yet does not likely violate the broad federal ruling.

War ruling on  
postcard  
dimensions

They may not be larger than  $3\frac{9}{16}$  by  $5\frac{9}{16}$ , nor smaller than  $2\frac{3}{4}$  by 4 inches. They are subject to a two cent rate whether they bear a printed or a written message.

Every advertiser  
should know  
facts about  
postcard rules

When the card bears the wording "Post Card" or "Private Mailing Card" and does not come within the sizes indicated, the rate will be two cents if the card be entirely printed, for city delivery, and three cents if wholly or partly in writing for outside delivery.

Cards not within the sizes indicated, and not bearing the words "Post Card" or "Private Mailing Card," will be car-



ried for one cent if entirely printed, and two cents if the message be written. Size has now become a governing factor in the classification of postcards.

It is always safest to get a ruling from the postmaster as to the postcard problem that arises, as an error is liable to be seriously expensive.

When government postal cards are used in large quantities, it is economical to print up a number of cards at each impression; this permits presswork to be cut down. For the convenience of such users, the government provides postal cards, through all postmasters, in sheets of forty-eight cards, to be printed and cut after printing.

Nearly every business has copy material for effective enclosures. Scores of selling thoughts can be shaped up in enclosure form and found effective in influencing business.

Where to find  
ideas for copy

"Varying seasons bring on demand for seasonal needs or special lines. Economical and sales-influencing publicity can be given at moderate cost through enclosures prepared with an eye to timeliness.

"In the spring, when the ground thaws out and earth-working commences is the demand time for many tools and lines of machinery. Enclosure distribution, through available channels, beginning the last of January, exploiting the advertised products and soliciting orders is a splendid propaganda.

Plans for reach-  
ing the right  
individual

"Makers of jewelry, outing goods, summer season machinery and warm weather products do well to start enclosures going out early in March. Likewise, each season can be anticipated and effective enclosures advertising done.

How different  
lines develop  
business through  
enclosures

"Progressive banks recognize the value of timely enclosures sent out monthly, suggestions designed to bring back more business. They suggest bank-books as birthday presents or gifts for Christmas, special notices of discount or news features. On account of the bank's distribution possibilities, when enclosures are strong, the results are excellent in general publicity and often produce traceable business.

"Department and other retail stores use enclosures in many ways. Seasonable advertising through enclosures can be done to advantage and a valuable distribution secured through invoices and statements and letters, in packages, in waiting rooms and through other agencies."<sup>1</sup>

Select a series  
of points—  
features of your  
business—

Subject matter for enclosures, collected after careful consideration of the requirements of manufacturers, wholesalers and retailers and special service institutions such as banks, brokers, and other lines of business is suggested by the following list. These are common topics on which enclosures can be built.

—write them up  
as enclosures

From this list the advertiser can select subjects covering phases of his business that can be exploited advantageously through enclosures. This list should serve as a guide or basis, in providing subjects for a series of enclosures to be distributed over a period of time.

- accuracy
- adaptability of products to different uses
- advertisements of different products
- advertising "dealer help" literature and plans
- advertising plans
- ask for booklet or literature or sample
- bank references
- catalogue, send for it

<sup>1</sup>*Judicious Advertising*: "Making Printed Enclosures Selling Influence," by Flint McNaughton.

- comparisons as to work or results
- “Comeback” devices
- comfort
- convenience
- cost of maintenance
- diagrams
- demonstrations
- dependability
- different departments
- directions for operation
- easy operation
- economy in first cost
- economy in long run
- educational articles as to processes or manufacture
- educational talks
- equipment
- factories
- factory facilities
- features of products or operations
- guarantee
- health
- history of house
- how demand is being created
- illustration of catalog, booklet or literature to be sent for
- illustrations of products
- illustrations of applications of products
- individuals in organization
- invitations to call and investigate
- listing products or services
- location advantages
- mail back postcard
- methods of manufacture
- news articles reproduced
- persuasive arguments
- photos of salesmen used as “hook-up”
- policy of house
- prestige of house
- price
- price lists
- prompt delivery
- protection for buyer
- purity
- reasons for value
- reference to national and trade paper advertising
- results of tests
- results of use

Ideas which can be used as basis for copy in preparing enclosures

Changes of seasons provide copy appeals

Copy suggestions  
for enclosures  
for all lines  
of business

- sanitation
- satisfaction given
- service
- size
- special lines of goods
- special offers
- special uses
- speed
- store
- stories of making
- styles
- suggestion to recommend
- suggestion to reorder
- suggestion of selling ideas
- superiority
- technical advantages
- testimonials
- utility
- use
- views of factory, plant, house, store, etc.
- views of departments of plant, house, store, etc.
- value

Making use of  
type-matter  
used in the  
house organ

Some concerns issuing house organs “lift” portions of linotype matter covering short and important articles and have impressions run off on proof paper. These are used as enclosures. The effectiveness of these enclosures depends entirely upon the interest-value of the copy. This idea often works out to great advantage. Aside from the value of the enclosure, an indirect reference to the house organ can be made in the credit line or in the form of a note at the bottom.

Originality very  
important in  
enclosures

Originality counts in enclosures; it is this that is especially effective in catching attention and that makes the message seem different from the usual and therefore conspicuous. Almost any business can find new and novel ways of presenting the often prosaic proposition.

An example of an enclosure that com-

mands attention on the strength of its novel presentation is described here:

Novel plan that commands attention

"... obtaining the business envelope and the billhead of the electric light and power company in the town where a certain manufacturer had installed Hyatt bearings, these enterprising gentlemen actually made out a bill in the conventional manner for the power consumer—month ending so and so, itemized and formally correct. At the foot of the bill a few crisp statements were handwritten, as if at the last moment, by someone wishing to emphasize the economy of the procedure. For this bill for power was not as large as the previous bills and Hyatt roller bearings were responsible.

"My curiosity was piqued when I saw the envelope. The light and power company signature on it alone would have prohibited throwing it away. The bill inside was quite as formidable, interesting and convincing."<sup>1</sup>

A motor car company, working on an important follow-up list, was extremely desirous of establishing a regard in the prospect for the utmost conservatism. This was done by sending the following memo with a marked booklet:

An interest-winning plan that suggests conservatism

"Our President put that blue X cross after the second paragraph of the third page of the enclosed folder. He was afraid our superintendent had overstated a fact. The superintendent called in the car of a user and tested it for our president's satisfaction. Now Mr. Walker wants you to particularly note this paragraph. Find a man who is running a ——— and let him show you."

It is important, in sending requested information, that the mail matter sent goes to the individual who has asked for the information. One advertiser does this by placing a notice in the upper left

Getting literature to the right individual

<sup>1</sup>*Printers' Ink*: "New Ways of telling Old Stories in Letters," by W. Livingston Larned.

hand corner of the envelope to the effect that: "This is sent at the request of Mr. \_\_\_\_\_." This notice, reproduced in bold handwriting is conspicuous. All the clerk has to do in sending out the letter, is to fill in the name of the individual who inquires.

Another original idea for securing attention was practiced by a health development concern in advertising their system for building up the body and maintaining health. Their advertisement was reproduced in the form of a blue print, showing a graphic diagram of the mechanism of the human body. This suggested the idea of building better bodies. It was accompanied by a letter which introduced the subject.

#### The "Card of Introduction" idea

A wholesaler of furniture and household goods seeks to stimulate retail trade with a selected list of hotels and larger rooming houses by enclosing a card, in connection with a letter reading: "Card of Identification." The card further states: "This is to certify that the party whose signature appears below is proprietor of a hotel or rooming house and is entitled to a special low contract price based on the quantity needed." Below this is a line, with the request in small type: "Sign your name here."

#### Making use of testimonials

An important weapon in selling prospective buyers is the letter of testimonial from satisfied customer. This is strong evidence as to the worth of goods and provides material for enclosures.

Small folders are prepared, with an illustration or display on the cover and testimonial letters on the inside panels.

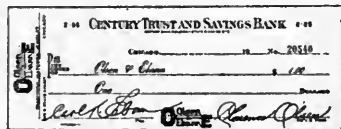
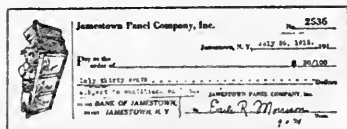
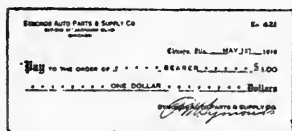
Some manufacturers take advantage of the psychological effect of a letter by having their testimonial letter reduced to convenient size to fit into envelopes without folding. This gives a bonafide appearance to the testimonial that is valuable. These can be pinned to the letter in such a way that, in order to see the beginning of the letter, it will be necessary to lift up the enclosure, thus assuring it extra attention.

This practical idea is carried still further by a manufacturer appealing to poultrymen and farmers. He reproduces testimonial letters together with facsimile reproduction of checks covering re-orders for the product. This is conclusive evidence that the goods have given the buyer satisfaction; it should have a strong appeal to the prospective buyers.

Making use of illustrations of money

One retailer of haberdashery got excellent results by sending to a selected list a letter calling attention to his line of silk socks and enclosing a handsome sock for one foot. The letter stated that if

A haberdasher's scheme



Examples of checks used in forcing replies by suggestion of money value—effective devices described in these pages.

the prospect would buy half a dozen pair the retailer would provide the mate for the sample enclosed. This gave the purchaser seven pairs at the price of six.

"Now, to fix attention, arouse curiosity and get the man to read carefully what you have said. To do this I have employed a number of devices. The use of a small sample of blue serge offered, pinned to a corner of the letter, has been most successful."<sup>1</sup>

Working on  
curiosity  
effective plan

A wholesale liquor dealer, seeking to give especial impressiveness to a side line proposition, advertised in a circular which was sent broadcast, placed the enclosure inside a manila envelope on which he had printed in red ink a large question mark. The idea was to arouse the recipient's curiosity and give the enclosure within the envelope a better chance to command attention.

Check marks to  
give personal  
attention effect

A trust company, in answering inquiries as to its mortgage bonds sends a letter enclosing a booklet and an application blank, with the name and address of the prospect filled in. A check mark, penned in, calls attention to a space to be filled in by the prospect. This precise suggestion is found effective.

". . . a further touch was added by the use of the order cards mentioned in these letters. Each card bore on its upper left hand corner a check mark made by a red pencil. This was for the purpose of bringing these orders directly to my desk when they came in the mail."<sup>2</sup>

In order to combat the waste basket

<sup>1</sup>*Printers' Ink*: "Making Circular Letters Personal," by L. B. Elliott.

<sup>2</sup>*System*: "80% of these Letters Succeeded," by Carroll D. Murphy.



danger and gain the letter attention, a manufacturer of motors frequently attaches an imitation typewritten slip to the corner of form letters. The memorandum reads:

Using frank  
appeal to win  
reading

"The waste paper basket! That's the easiest way to dispose of this letter. But the easiest way will never increase your sales or profits. Don't miss a real opportunity by taking the easiest way. Take the time to read this letter. We want you for a good customer, but only after we have convinced you that you need Crocker Wheeler Motors. Read and be convinced."

Another endeavor along this line is practiced by a printing house. They issue an attractively printed slip which they clip onto their form letters. Its text:

Plan used by a  
printing house

"An Explanation! The letter enclosed herewith is a form letter, but it is none the less worthy of your personal attention. We have a mailing list of whose personnel we are proud, and if our perseverance in calling our facilities to your attention should at any time be annoying, we beg indulgence on the score of our real desire to serve you—a desire springing from the knowledge that only thereby may we serve ourselves."

A valuable enclosure application for securing attention is found in the use of enclosures on which a special memorandum or message is reproduced. These frequently appear on forms used for office memorandums, headed "Memo," "Office Memorandum" or "Data Sheet," with various lettering and blank spaces for the name of the party addressed, the subject, date and signature of sender. These are frequently printed on tinted stock to contrast with the white letter to which it is attached.

Memorandum  
forms used as  
enclosures

Win special  
attention through  
personal appeal

These have a decided value in gaining special attention to the literature to which they are attached, because of the suggestion of personal communications which the memorandum slips carry. The message on them is brief and quickly read. This message tends to arouse interest to the extent of reading further details of the communication in the letter to which they are pinned.

Imitation hand  
written  
enclosures

A variation of this plan is found in enclosures bearing imitation hand-written memoranda. A motor car manufacturer employs this device, attached to a several-page letter communication. One such slip, in the handwriting of the president, reads: "This is for your own confidential information, so that you may know the present situation concerning the shortage of Packard Cars."

Hooking up  
booklets with  
suggestion to act

A manufacturer sends out a card, with a booklet illustrating white enameled scales. The card reads:

"A Christmas Suggestion! Have you thought of a beautiful white enameled scale for the bathroom as a Christmas present? We can furnish one directly from our factory from \$15 to \$21. We shall be pleased to have you look over the enclosed pamphlet, and either telephone or write us."

A steel company in Chicago gives prominence to special features which are announced from month to month by tipping a slip on the covers of the house organs in which their announcement is made.

Another house organ editor gives special prominence to notices by having

the notice printed in chosen colors of stock and inserted as a slip enclosure in the house organ.

House organ  
methods

On the theory that "Money talks" various order blank schemes are arranged, whereby the physical basis of the device is a check or a rough imitation of currency in the shape of a coupon.

To insure the interest of the prospects and to remove resistance to initial orders checks are made use of in the mail selling plans of many firms.

Using a check  
enclosure to  
bring first orders

One Chicago liquor dealer made an offer of one barrel containing one hundred and twenty bottles of his goods to prospective dealers, with the understanding that, to introduce the goods to them, on all first orders a rebate of sixty cents, or the price of twelve bottles, would be allowed them. As evidence of this, a check for sixty cents was enclosed, entirely bonafide except for the signature of the advertiser. The actual check form of this appeal suggested, in its physical appearance, a cash rebate, and was an influence in securing highly satisfactory results.

A similar idea is referred to by the following extract reference to a check enclosure scheme tested out against a "coupon" idea on a letter by a manufacturer of veneer:

Test of letter and  
coupon against  
letter and check

"My first letter was a double page affair with a coupon in the corner, and a big red arrow running through the whole thing. This was supposed to direct attention to the coupon.

"It went out first class and we got about

3% returns from letter compared to 37% in favor of check enclosure mailings

fifty replies, better than 3%, and all were worth while concerns. We sent them all a sample.

"I wrote another letter. It was processed on a plain letterhead, bearing an illustration of our box, and read as follows:

"When John Wanamaker said, "Time is money," he certainly hit the nail right on the head.

"Both your time and our time is money.

"We are willing to pay for your time, and for this purpose we are enclosing our check made to your order for 30c.

"What we want you to do is to endorse this and mail it to us. We will accept it in payment for the express on a sample Goo Shipping Box, and in addition to this we will furnish the box.

"We want you to see a sample of this package because we feel sure that it will help you in your business. The Goo Shipping Box has been increasing and holding trade for a large number of concerns, foremost among which is the National Candy Co., of St. Louis, Mo. They have purchased a carload a month for over a year.

"You owe it to yourselves to at once endorse the check and mail it to us. And then you should carefully examine the possibilities of the sample Goo Box which we will send you.

"Very sincerely,"

"With the letter went a check, properly filled in and signed. The amount was 30 cents."

"A total of 37% of the sixteen hundred names came across and either told us that we might send a sample or told us there was no chance of their using the package."

Advertisers have used the "time is money" appeal in gaining attention to their letters. Where an important proposition was placed before a selected list, from which responses meant profitable business, one dollar bills have been enclosed for the purpose, the letter states, of paying for the necessary time required in giving attention to the letters. Currency, as an enclosure undoubtedly secures one hundred per cent attention to the letter. A large per cent of the bills usually come back, with letters that serve as the desired "leads."

Making money  
talk and bring  
orders

"A company selling stationery supplies recently sent out an advertising letter which received immediate attention and which was very effective.

"The letter was registered, and the first thing that met the eye of the man who opened it was a crisp one-dollar bill, attached to which was the statement that the money was sent to recompense the recipient for the time required to read the letter carefully."<sup>1</sup>

This idea is used with dimes instead of dollar bills, and one publishing house has made use of bright pennies, attached to the letterhead, to defray the return postage.

Buying interest  
with money

<sup>1</sup>Postage: "Some Successful Sales-Letter Strategies," by Louis Victor Eytinge.

## ACKNOWLEDGMENT

Indebtedness is acknowledged to many individuals, publications and business concerns for valuable information and interesting statements bearing on the phases of intensive advertising and selling treated in the pages of this book.

## To publications

Among the publications we have reproduced extracts from *Printers' Ink*, *Advertising & Selling*, *System*, *Postage*, *Selling Aid*, the *Mailbag*, *Impressions*, *Judicious Advertising*, *New York World*, *Progressive Papers*, *Ousley's Magazine*, *Sales Promotion by Mail*, *Associated Advertising*, *Direct Advertising*, *Mail Advertising Data Book*, and *Ideas*, a house organ.

## To individuals

Among the individuals who have given valuable information and to whom reference is made in these pages may be mentioned: Homer J. Buckley, H. J. Barrett, Geo. W. Billings, Norman Lewis, Maxwell Droke, Cameron McPherson, Wm. H. Herring, Louis Victor Eytinge, H. I. Wildenberg, James Wallen, Tim Thrift, A. H. Billstein, Lewis E. Kingman, C. D. Crain, Jr., Mac Martin, J. A. Priest, Gridley Adams, H. T. Wheelock, Derby Brown, W. Livingston Larned, Carrol D. Murphy, L. B. Elliott, A. D. Patchen, W. P. Warren, Arthur Gray, Robert C. Fay, John H. Clayton, Robert E. Ramsay, Paul M. Bryant.

## To business houses

Indebtedness is also acknowledged to the following business concerns from whose literature extracts have been reproduced or ideas borrowed: Buckley, Dement & Co., Chicago; Hampshire Paper Co., South Hadley Falls, Mass.; Burroughs Adding Machine Co., Detroit, Mich.; Schulze, "Making Letters Pay System;" S. D. Warren & Co., Philadelphia, Pa.; Ross-Gould Company, St. Louis, Mo.

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